'86 Jeep pickup will be called the Comanche

Comanche has been selected as the name for a new down sized Jeep pickup truck for 1986.

Joseph E. Cappy, American Motors group vice president sales and marketing, said that although introduction of the new pickup truck to be built off the XJ Jeep Cherokee-Wagoneer platform—is still a year away, the company decided to announce the Comanche name in advance "to begin to whet the public appetite."

"We'll be building these new pickups in both four-wheel drive and two wheel drive," Cappy said. "This is our first state of the art product in the two wheel drive market, which accounts for 75 percent of the light truck market, so it is very important for us to get the name and the timing out front as quickly as possible."

He said the hundreds of suggested names included more than a dozen North American Indian tribes, and was sprinkled with animals, reptiles, cities, mountains, and space age subjects.

Cappy said AMC pared the list to 11 finalists for a special evaluation by 99 compact pickup owners and 113 potential buyers in Dallas, Denver, Pittsburgh and San Diego.

They were asked to rate the names in such categories as appropriateness, likeability and memorability, and also on various image attributes.

"Comanche was deemed the

Continued on Page 38, Col. 1

Ford's Australian small van

A 1.4-liter, four-cylinder gasoline engine powers the new small Econovan introduced by Ford Motor Co. of Australia, Ltd. A five-speed overdrive manual transmission is standard. The smallest of Ford's three Econovan models is offered with dual or single rear wheels.

Mazda aims Sport LE at mid-priced market

LOS ANGELES. — Seeking a larger share of the mid-priced compact pickup truck market, Mazda has introduced the B2000 Sundowner Sport LE, which it calls an economical combination of sport and luxury features.

The new truck incorporates the B2000 Sundowner Sport's long list of standard equipment,

Picture on Page 42.

and adds such features as chrome front and rear bumpers, a sliding rear window and new two-tone paint and striping packages.

The Sport LE also offers metallic painted spoker wheels, radial tires with raised white letters, dual sport mirrors, a digital clock, a tachometer, halogen headlights, a four-spoke sport grip steering wheel and a five-speed manual transmission.

Velour bucket seats with integral headrests and a large center console — items that were optional on the Sport — are standard on the Sport LE.

Two-tone paint treatments include a sunbeam silver accent paired with either a black metallic or red metallic main color. The striping package combines silver with orange and is color coordinated with the truck's spoker wheels and velour upholstery.

• "These features position the new truck solidly in the sport-compact market, yet the Sport LE carries a base sticker price of $6,795, as much as $1,300 less than other comparably equipped

Continued on Page 42, Col. 4

truck personnel

Anderson named head of Australian Mack

Neil J. Anderson has been appointed managing director of Mack Trucks Australia Pty., Ltd., with responsibility for the wholly owned subsidiary of Mack Trucks, Inc.

N. J. Anderson

Anderson, previously general manager, joined Mack in the early 1960s as a sales manager for the firm's International Operations, then based in Bermuda. He moved back to his native Australia, where he established and managed Mack branches in Darwin, Melbourne and Sydney. He became general manager of the subsidiary in 1981.

Gurnitz, Roudebush appointed Rockwell VPs

Robert N. Gurnitz has been named vice president and general manager of Rockwell International's On Highway Axle Division. He had been president of the Body Components Division.

Ronald L. Roudebush has been appointed vice president and general manager of the Highway Brake & Trailer Axle Division. He joined the firm in 1973 and previously headed the Service Parts & Electronics Division.

Richard A. Banfield has been named vice president of operations support and service parts. Previously vice president of operations, he joined Rockwell in 1974 as manufacturing manager of the firm's Newark, (O.) truck axle plant.

Larry D. Maisch has been appointed chief engineer of the Government Products Division. He had been engineering manager for the division.

Arthur J. Rhodes has been named manager of the Newark, (O.) truck axle plant, and **David B. Rayburn** is the new manager of the Winchester (Ky.) truck axle plant.

IVECO names Moore to top marketing post

Jerry W. Moore has been named senior vice president of marketing for IVECO Trucks of North America, Inc.

Moore joins IVECO from Howard Swink, Inc., where he was vice president/director of client services for the marketing communications firm.

John Dreibelbis has been appointed director of marketing plans and strategies, responsible for analysis of competitive products and markets, as well as forming plans to develop existing and new business. He formerly was in marketing communications with Certainteed Corp.

Continued on Page 38, Col. 1

Ford gets award for magnesium use in compact trucks

DEARBORN. — Ford Truck Operations has received an award from the International Magnesium Assn. for "leadership and innovation" in the design and application of magnesium parts in Ford Ranger, Bronco II and soon-to-be-introduced Aerostar vehicles.

The award was presented at the association's world conference in London, England.

In accepting the award, Henry W. Potoczak, Ford light-truck design and development chief engineer, noted that Ford's first application of magnesium in light trucks was a brake and clutch-pedal support bracket for Ranger and Bronco II. The second was a clutch housing for Ranger, Bronco II and the Aerostar compact van.

"The clutch housing presented a special challenge," he said, "because it lives in a corrosion-prone environment, exposed to road dust, moisture and salt. The magnesium housing is doing its job without the aid of any special coating."

Potoczak added that Ford is looking at many other possible magnesium applications that hold substantial promise.

truck industry news

Count tops '78 by almost 90,000 units

5-month registrations hit a record 1,597,405

Five-month registrations of new trucks of all types in the U.S. were the highest ever, with impressive gains in all three market segments and each of the eight weight classifications.

R. L. Polk & Co. reported 1,597,405 units were registered in

Table on Page 38.

the January-May period, an increase of 46.5 percent over last year's 1,090,052 and almost 90,000 more than the previous five-month high of 1,510,024 established in 1978.

During the month, there were a record 348,273 tallies, up 37.1 percent from the year ago 253,943. The previous May high of 342,144 registrations also was achieved in 1978.

Through May, light-truck registrations totaled 1,506,474 units, up 46.7 percent over last year's 1,026,947 and 9.4 percent higher than the 1,376,432 vehicles tallied in the same period six years ago.

Medium trucks were up 18.6 percent over a year ago, 18,521 versus 15,613, but they were 69.4 percent below the 60,609 tallies through May in 1978.

Heavy-truck registrations through May totaled 72,410, up 52.5 percent over the year-earlier 47,492 and less than 600 units fewer that the 72,983 tallies in 1978.

Five-month registrations of Group 1 trucks were up 49.5 percent to 852,997 units, compared with 570,423 a year ago. The Group 2 count was 40.7 percent higher, 637,116 versus 452,750. Group 3 tallies more than quadrupled, from 3,774 last year to 16,361.

In Group 4, there were 244 tallies through May, more than

Continued on Page 38, Col. 2

May HD surge boosts '84 tallies to four-year high

Registrations of new heavy trucks in May were the highest for the month in five years, boosting the January-May total to its best mark since 1980.

During the month, according to R. L. Polk & Co. statistics, 17,491 new Groups 7 and 8 vehicles were registered, an increase of 72.2 percent over last year's 10,155 units.

The alltime high for May occurred in 1979, when 20,817 trucks were tallied.

Through May, registrations totaled 72,410 units, up 52.5 percent from last year's 47,492. In the comparable period in 1980, Polk reported 85,213 big-truck tallies.

Although registrations of International and Ford heavies were up substantially over last

Continued on Page 38, Col. 1

U. S. TRUCK REGISTRATIONS

FIVE MONTHS, 1984 VS. 1983★

Make	5 mos., 1984	Percent Share of '84 market	5 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	465,407	29.13	347,323	31.86	− 2.73
Chevrolet	444,596	27.83	330,981	30.36	− 2.53
Dodge	165,482	10.36	99,786	9.16	+ 1.20
GMC	118,981	7.45	93,569	8.59	− 1.14
Jeep	55,210	3.46	26,664	2.45	+ 1.01
Plymouth	31,795	1.99	3,855	0.35	+ 1.64
International	22,690	1.42	17,785	1.63	− 0.21
Mack	8,553	0.54	5,804	0.53	+ 0.01
Freightliner	6,149	0.38	3,710	0.34	+ 0.04
Kenworth	5,711	0.36	2,612	0.24	+ 0.12
Peterbilt	4,921	0.31	2,685	0.25	+ 0.06
White	2,970	0.19	883	0.08	+ 0.11
Mercedes-Benz	796	0.05	1,002	0.09	− 0.04
Volvo	695	0.04	537	0.05	− 0.01
Autocar	452	0.03	314	0.03	.....
Western Star	213	0.01	123	0.01	.....
Miscellaneous**	262,784	16.45	152,419	13.98	+ 2.47
TOTALS	1,597,405	100.00	1,090,052	100.00	.....

★—No registrations for Oklahoma, 1983, New York and Oklahoma for 1984 compiled from manufacturers' sales records.
*Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

FIVE MONTHS, 1984 VS. 1983★

Make	5 mos., 1984	Percent Share of '84 market	5 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	16,417	22.67	11,721	24.68	− 2.01
Ford	14,081	19.45	10,362	21.82	− 2.37
GMC	9,492	13.11	6,122	12.89	+ 0.22
Mack	7,268	10.04	5,055	10.64	− 0.60
Freightliner	6,149	8.49	3,710	7.82	+ 0.67
Kenworth	5,711	7.89	2,612	5.50	+ 2.39
Peterbilt	4,921	6.80	2,685	5.65	+ 1.15
Chevrolet	3,312	4.57	2,640	5.56	− 0.99
White	2,970	4.10	883	1.86	+ 2.24
Volvo	695	0.96	537	1.13	− 0.17
Autocar	452	0.62	314	0.66	− 0.04
Mercedes-Benz	266	0.37	307	0.64	− 0.27
Western Star	213	0.29	123	0.26	+ 0.03
Miscellaneous	463	0.64	421	0.89	− 0.25
TOTALS	72,410	100.00	47,492	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983.

Automotive News

EXTRA

July 23, 1984

SERVICE PROFITS

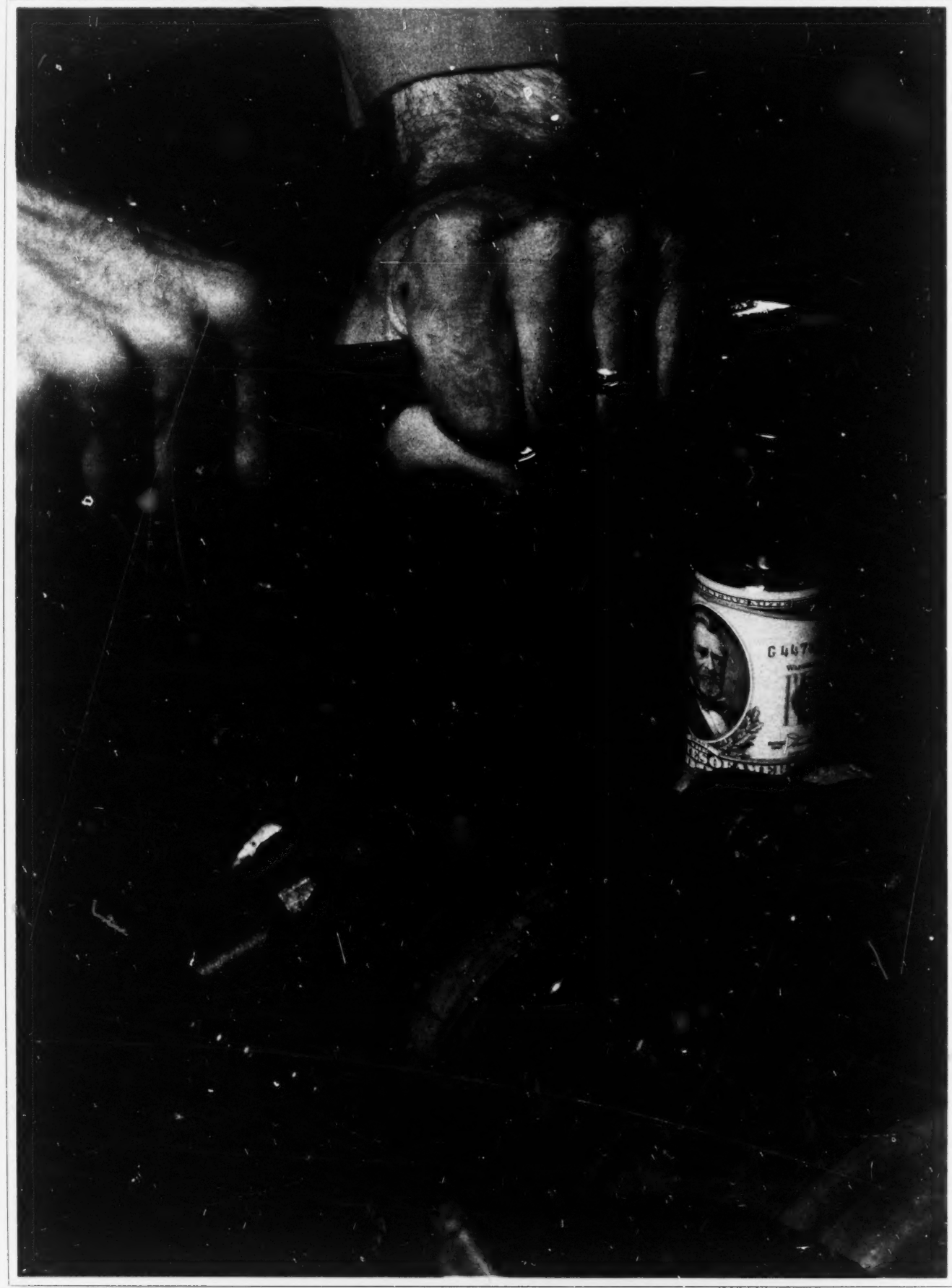

Photo by Joe Wilssens

Service mood is upbeat at dealerships

Service chiefs say future looks bright

By Al Fleming
Industry Editor

Day after day the cars stream into auto dealerships for service and maintenance.

Standing in the midst of the stream are dealership service managers, the buttress of the industry's service operation, who in most cases are more invisible than visible to car buyers and car makers.

Yet they are among the key trackers of the nation's automotive fleet, and play a serious role in the serious business of buying, selling and servicing automobiles.

For a view of these skippers of the service bays, AUTOMOTIVE NEWS conducted its second annual survey of service managers at domestic and import new-car dealerships.

The in-depth look at this special automotive group was taken via a questionnaire sent to service managers throughout the U. S. It indicates that those who are in charge of departments that service and maintain America's huge fleet of automobiles typically are:

- More optimistic about the automobile business and their dealerships' growth in that business than they were a year ago.
- More confident of reaping greater profits in their service operations in coming years.
- Of the opinion that their dealerships will purchase new service equipment during 1984, and that most of it will be for tuneup and wheel alignment/balance work.
- Strongly of the belief that new cars are becoming less lucrative to service, but that a growing population of old cars will nourish the profitability of dealer service activities.
- Saying that tuneups are adding overwhelmingly to service income, while engine and transmission repair are becoming duds on the profit ledger.

Continued on Page E-2

Survey

Continued from Page E-1

• Suggesting that new-car warranties are contributing increasingly to the income of their companies, but extended service contracts are not.

• On a more personal level, the AUTOMOTIVE NEWS survey shows that service managers at new-car dealerships in the U.S.: May be giving up some of their service decision-making powers to dealership management; may be maturing slightly in age and experience; are spurred by bonuses paid by their employers; and are becoming somewhat more satisfied with their incomes.

Moreover, the survey indicates that for the second straight year the nation's new-car dealership service managers are bubbling with optimism over the future of the automobile business and their own operations. As in 1983, nearly 90 percent of those surveyed say they expect the car market in the U.S. will improve in the next two years, and this year more than nine out of 10 believe their dealerships' business will continue on the upswing. Less than three percent think things will get worse.

As a Chrysler-Plymouth dealership service manager in Louisville points out, "The state of the economy continues to be impressive, and there are lots of old cars on the road."

A Ford dealer in North Suburban, Ill., notes that "the average car is seven years old, and that means more sales and service in the years ahead."

On the other hand, a service manager at a Chrysler-Plymouth outlet in Mankato, Minn., anticipates a worsening business climate because of a "weak agricultural situation in the Midwest farm belt."

• Among those surveyed, the Chevrolet nameplate continued to be the No. 1 seller in about 16 percent of the dealerships, with Toyota the top import brand. Some 37 percent of those surveyed work for single-franchise dealers in 1984, down from 44 percent a year ago. Cadillac continues as the top dual franchise among domestic brands, Nissan among imports.

The survey indicates a major sales comeback has been achieved by small dealerships during the past year. Of service managers that responded, exactly 50 percent work at dealerships that sold fewer than 400 new cars in the past 12 months; that compares to 39 percent a year ago. A sales step-up is also being realized at dealerships with annual volumes of 1,300 to 1,999 new cars; those outlets accounted for 15.6 percent of the responses this year compared to 10.9 percent last year.

Of those surveyed, 63.7 percent worked for dealerships located in cities or towns of less than 250,000 population, while 27.2 percent were in areas of more than 500,000 population.

All in all, the vast majority of service managers expect service profits at their dealerships offer prospects for increasing in the future. Some 97 percent said so in this year's survey compared to 96 percent last year.

In Nashville, Tenn., a service manager for sporty, high-luxury import makes points out that "we've upgraded our facility and personnel to fulfill current demand, and added a second shift.

At a General Motors dealer-

Continued on Page E-4

Automotive News Survey of Dealer Service Managers

Question 1: What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?

	Automobile Market		Dealership	
	% Responses, 1984	% Responses, 1983	% Responses, 1984	% Responses, 1983
Improve	89.7%	89.1%	92.1%	86.6%
Same	7.6%	8.6%	5.3%	10.5%
Worse	2.7%	2.3%	2.6%	2.9%

Question 2. Which make of car is your dealership's biggest seller?

Franchise	% Responses, 1984	% Responses, 1983
Chevrolet	15.8%	16.3%
Ford	12.6%	11.3%
Oldsmobile	11.4%	11.6%
Buick	9.1%	8.5%
Pontiac	6.6%	4.7%
Toyota	5.9%	6.0%
Mercury	5.2%	5.9%
Nissan	4.8%	6.5%
Honda	4.7%	4.6%
Dodge	4.2%	4.1%
Plymouth	3.2%	3.9%
Cadillac	2.9%	3.8%
Chrysler/Imperial	2.9%	2.8%
VW/Audi/Porsche	2.5%	2.6%
AMC/Renault	2.1%	2.0%
Mazda	1.5%	1.8%
Lincoln	1.4%	0.7%
Subaru	1.4%	1.1%
Mercedes-Benz	0.6%	0.6%
BMW	0.5%	0.6%
Mitsubishi	0.3%	0.1%
Saab	0.3%	0.1%
Others	0.3%	0.4%

Question 3: What other makes of cars (domestic or import) are you dualed with?

Car Make	% Responses, 1984	% Responses, 1983
None	37.9%	44.9%
Cadillac	9.1%	8.7%
AMC/Renault	6.4%	6.0%
Buick	6.1%	6.3%
Oldsmobile	5.3%	5.2%
Pontiac	4.9%	4.7%
Nissan	4.2%	4.7%
Dodge	4.2%	1.5%
Chrysler-Plymouth	3.7%	2.4%
Toyota	3.3%	2.4%
Ford	3.0%	2.2%
Chevrolet	2.6%	3.7%
Subaru	2.6%	3.9%
VW/Audi/Porsche	2.1%	3.9%
Lincoln-Mercury	1.9%	2.0%
BMW	1.6%	0.8%
Honda	1.6%	2.7%
Mercedes-Benz	1.6%	1.1%
Saab	1.3%	1.7%
Volvo	1.0%	0.8%
Mazda	1.0%	2.4%
Mitsubishi	1.0%	0.2%
Isuzu	1.0%	3.6%
Others	2.1%	0.8%

Question 4: How many new cars did your dealership sell in the past 12 months?

Number of Cars	% Responses, 1984	% Responses, 1983
1 to 199	21.9%	15.8%
200 to 399	28.1%	23.6%
400 to 799	12.5%	22.6%
800 to 1,299	25.0%	26.9%
1,300 to 1,999	15.6%	10.9%
2,000 or more	3.1%	4.1%

Question 5: What is the population of your city, town or metropolitan area?

Population	% Responses, 1984	% Responses, 1983
Under 5,000	36.4%	42.1%
50,000 to 249,000	27.3%	22.4%
250,000 to 499,999	9.1%	9.6%
500,000 to 999,000	15.2%	13.3%
1 million or more	12.0%	12.6%

Question 6: Do you, as service manager, feel that your service department offers a potential for increased profits in the future?

	% Responses, 1984	% Responses, 1983
Yes	97.2%	96.1%
No	2.8%	3.9%

Question 7: Do you feel that your dealership management believes the service department offers the potential for increased profits in the future?

	% Responses, 1984	% Responses, 1983
Yes	94.4%	95.2%
No	5.6%	4.8%

Question 8: Do you, as service manager, believe your dealership is spending enough on advertising and promotion to improve your service business?

	% Responses, 1984	% Responses, 1983
Yes	74.3%	66.4%
No	25.7%	33.6%

Question 9: Who hires the mechanics in your service department?

	% Responses, 1984	% Responses, 1983
Dealership owner	17.8%	12.3%
Dealership manager	6.7%	6.2%
Service manager	75.5%	81.5%

Question 10: When your dealership buys new service equipment are you involved?

	% Responses, 1984	% Responses, 1983
Yes	97.2%	98.4%
No	2.8%	1.6%

Question 10: Which statement below best describes your involvement in buying new service equipment?

	% Responses, 1984	% Responses, 1983
Originate purchase request	39.9%	38.1%
Approve make(s) selected	24.3%	24.0%
Negotiate terms	3.7%	5.4%
Give advice on needs	53.5%	57.7%

Question 11: Does your dealership plan to buy new service equipment this year?

	% Responses, 1984
Yes	69.6%
No	30.4%

(Note—question not asked in 1983 survey.)

Question 12: What type of service equipment does your dealership plan to buy this year?

	% Responses, 1984
Tuneup	27.7%
Wheel alignment	21.3%
Wheel balance	14.9%
Collision repair	12.8%
Brake	10.6%
Transmission	4.3%
Engine overhaul	2.1%
Other	6.3%

(Note—question not asked in 1983 survey.)

Question 13: Are new model cars more profitable to service than those of previous years?

	% Responses, 1984	% Responses, 1983
Yes	11.8%	14.6%
No	52.9%	67.4%
Same	35.3%	18.0%

Question 14: How many hours per week is your service department open?

Number of Hours	% Responses, 1984	% Responses, 1983
Less than 45 hours	11.1%	23.5%
45 to 50 hours	47.2%	40.7%
51 to 55 hours	19.4%	19.5%
56 to 60 hours	8.3%	9.3%
More than 60 hours	14.0%	7.0%

Question 15: How many employes are there in your service department (including parts and service personnel)?

Number of Employes	% Responses, 1984	% Responses, 1983
1 to 10	33.3%	27.4%
11 to 20	27.8%	25.7%
21 to 30	13.9%	19.5%
31 to 40	11.1%	13.3%
More than 40	13.9%	14.1%

Question 16: What is your most profitable service operation?

	% Responses, 1984	% Responses, 1983
Tuneups	48.5%	28.1%
Brakes	34.3%	26.5%
Wheel alignment	20.0%	15.6%
Transmissions	17.1%	23.4%
Collision repair	16.4%	13.0%
Wheel balance	11.4%	12.5%
Engine overhaul	10.5%	25.5%
Other	11.4%	12.5%

Continued on Page E-4

Automotive News Survey Of Dealer Service Managers

Continued from Page E-2

Question 17: What is your least profitable service operation?

	% Responses, 1984	% Responses, 1983
Engine overhaul	40.0%	33.5%
Transmissions	25.7%	17.1%
Wheel balance	14.3%	15.6%
Tuneups	11.4%	18.7%
Wheel alignment	8.5%	8.5%
Collision repair	5.7%	5.4%
Brakes	2.9%	9.3%
Other	8.5%	7.0%

Question 18: How much do the following contribute to your service profits?

	% Responses, 1984			% Responses, 1983		
	Significantly	Some	None	Significantly	Some	None
New car warranty work	48.8%	43.9%	7.3%	38.2%	52.3%	9.5%
Extended service contracts	8.6%	74.3%	17.1%	23.4%	60.9%	15.7%

Question 19: What is your age?

	% Responses, 1984	% Responses, 1983
18 to 24	—	0.7%
25 to 29	9.8%	8.5%
30 to 34	19.5%	13.3%
35 to 39	29.3%	22.8%
40 to 44	7.3%	19.6%
45 to 49	4.9%	10.9%
50 to 54	12.2%	14.1%
55 to 59	14.6%	7.8%
60 to 64	2.4%	2.3%

Question 20: Before becoming a service manager at your present or at any other dealership, what type of job did you have?

	% Responses, 1984	% Responses, 1983
Write-up man	24.4%	16.9%
Mechanic	44.1%	38.1%
Parts Manager	9.8%	12.2%
Other	21.7%	32.8%

Question 21: How many years have you been a service manager (including time as service manager at previous dealerships)?

Number of Dealers	% Responses, 1984	% Responses, 1983
1 to 3	22.9%	20.3%
4 to 7	42.9%	21.6%
8 to 11	11.4%	15.6%
12 to 15	5.7%	14.1%
16 to 19	2.9%	10.1%
20 or more	14.2%	18.3%

Question 22: What is your total compensation last year for being a service manager?

	% Responses, 1984	% Responses, 1983
Less than $15,000	2.7%	3.1%
$15,000 to $19,999	16.2%	14.0%
$20,000 to $24,999	8.1%	15.6%
$25,000 to $29,999	27.0%	22.1%
$30,000 to $34,999	13.5%	12.5%
$35,000 to $39,999	10.8%	14.8%
$40,000 to $44,999	6.8%	3.9%
$45,000 to $49,999	9.5%	5.5%
$50,000 or more	5.4%	8.5%

Question 23: What was your total compensation for being a service manager based on

	% Responses, 1984	% Responses, 1983
Salary only	11.8%	14.1%
Salary + overtime	2.9%	2.3%
Salary + bonus	41.2%	29.7%
Salary + incentive	35.3%	42.2%
Salary + other	8.8%	11.7%

Question 24: Do you believe your salary and benefits are commensurate with your experience?

	% Responses, 1984	% Responses, 1983
Yes	63.6%	59.7%
No	36.4%	40.3%

Note: In some cases totals add to more than 100% because of multiple responses.

Survey

Continued from Page E-2

ship in Salt Lake City, a service manager calls service "a necessary evil, and to get your share is easy if you hustle."

A Chevrolet dealership head-of-service in Oakland, Calif., points out that automobiles have "changed so much in the past few years that independent service facilities cannot keep up with technology, and that means more business for us."

In Rock Island, Ill., a Porsche-Audi service manager says, "The number of cars in our market area is increasing to the point that we have to add more (service) technicians to keep up."

Service managers are just as confident that their dealership owners share their optimism about future service profits. Well over 90 percent expressed that point of view in the survey.

At a GM multi-brand shop in Key West, Fla., a service manager notes that dealerships are getting a "greater percent of service because of complex automotive systems," and that dealership management, as a result, is showing a willingness "to spend for salaries, space and tools."

An Atlanta, Ga., service manager for Chrysler-Plymouth and Dodge products says he has his management's "support all the way, and his staff is "more technically competent than ever because of Chrysler Corp. training."

As he and his dealership owners see it, says a service manager at an Oldsmobile-Cadillac-Honda franchise in Ardmore, Okla., "High tech and electronics will force customers to come out from under the do-it-yourself shade tree and return to the dealer for service."

To support that theory, dealerships apparently are stepping up their spending on service advertising and promotion. In this year's survey, 74 percent of the respondents believe their dealerships are spending amply on advertising aimed at boosting service traffic; that compares to 66 percent a year ago.

A Pontiac-Cadillac dealership service manager in Milwaukee notes that "we're spending more today than in previous years. The (Mr.) Goodwrench program has helped."

A Ford dealer service manager in New Orleans says he is in charge of advertising budgets, he is spending for newspaper and radio advertising, and is "getting all the work we can do."

"We have numerous mailing programs," says a Volkswagen-Mazda dealership service manager in Worcester, Mass. "Target advertising—local cards and flyers—brings in much additional traffic."

Although most service managers (75 percent) participating in the survey say they are in charge of hiring mechanics in their departments, 17 percent say that dealership owners do such hiring; that contrasts to only 12 percent last year.

"The dealer is very much involved in the service department, but as service director I feel I am most qualified to make those (hiring) decisions," declares a respondent at a Chevrolet-Oldsmobile-Cadillac franchise in Green Bay, Wis.

A multi-brand import service manager in Paterson, N. J., hires his mechanics because "due to my own experience and technical background."

Blazer goes to school

Bud Gadwa, left, automotive instructor, Green River Community College, Auburn, Wash., accepts the keys to a Chevrolet Blazer 4x4 from Richard M. Adams, right, Chevrolet Seattle assistant zone service manager. Also on hand for the presentation were Curt Geise, second from left, service manager, Bothell Bros. Chevrolet, Auburn, and Howard Shaw, second from right, Chevrolet assistant service manager-customer assistance.

"It's my responsibility (to hire mechanics)," declares a Ford-AMC service manager in Alabama. "The technicians work under my jurisdiction."

In Minneapolis, the service manager at an AMC-Renault dealership says, "Group leaders and department managers take part in interviews (of prospective hirees). "We find the more people involved, the better people we get."

As was the case last year, this year's survey indicates that well over 90 percent of service managers participate in buying new service equipment at their dealerships, although only a few (less than five percent) actually negotiate terms of purchase.

More than 69 percent of those surveyed say their dealerships plan to buy new service equipment in 1984. More than a fourth of those purchases (27.7 percent) will be tuneup equipment and more than a fifth (21.3 percent) will be for wheel alignment work. Notes a BMW service manager in Jamaica, N. Y.: "We are having a general updating of equipment." A Honda-Isuzu service manager in Akron adds: "We will buy new special tools as directed by the (auto) manufacturer."

It is the feeling of service managers surveyed that new-model automobiles offer less service-profit potential than those of past years. Only 11.8 percent say they expect '84 cars to be bigger profit generators than their predecessors. For the most part, the reason is that less and less routine maintenance is being required by auto makers.

"Today's state-of-the-art cars require less maintenance, and warranties cover more repairs," says a Nissan service manager in Rocky Mount, N. C.

A Cadillac-Avanti service manager in St. Paul, Minn., notes that "the newer the car, the more difficult it is becoming to diagnose problems. It's increasingly complex."

Maybe that difficulty is part of the reason why service operations are working longer hours than a year ago. Of those surveyed, only 11 percent are open fewer than 45 hours a week, down from 23 percent last year, while 14 percent are running more than 60 hours compared to seven percent last year.

As was the case last year when over half (53 percent) of those surveyed directed service departments with fewer than 20 employes, this year the count is 61 percent.

Also like last year, tuneups are proving to be the most profitable service operation at most dealerships (48 percent), although that is up considerably from 1983 (28 percent).

The least profitable—the same as it was last year—is engine overhaul work, 40 percent of service managers listing that compared to 33 percent in 1983. As a Pontiac-Buick-Subaru dealership service manager in Buffalo notes, "Because we're small (less than 200 new-car sales annually), it is difficult to put a technician on a big job like an engine overhaul, and leave him on it until the work is done. We have to work 'quickies' in with big jobs. We don't specialize in just one operation because we 'menu' items—such as tuneups, brakes, wheel balance and alignment—in order to be competitive with gas stations and service centers."

According to those surveyed this year, nearly half (48 percent) indicate that new-car warranty work contributes "significantly" to their profits; that's up from 38 percent last year. Only eight percent this year, however, say that extended service contracts are significant contributors to profits, down from 23 percent last year.

The age of the typical service manager who responded to the 1984 survey is in the 35 to 39 age group, the same as last year. However, the biggest percentage climb of any age group was in the 55 to 59 bracket which accounted for 14 percent of responses this year compared to seven percent last year.

Being a mechanic is the most direct line to the job of service manager. That's the position 44 percent of those service manager's surveyed say they had before getting the top job.

Like those surveyed last year, this year's respondents typically have been service managers for four to seven years. The average compensation for a service manager this year falls into the same bracket as last year — $25,000 to $29,999. However, whereas last year 17 percent said they were making more than $40,000 a year, this year 21 percent claim that.

In most cases (41 percent) the total compensation for service managers comes from salary and bonus.

Asked if they believe their salary and benefits are commensurate with their professional experience, 63 percent this year responded "yes" compared to 59 percent a year ago.

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Service business booming

Yearly increase headed for new record

By Francis J. Gawronski
Service Editor

If the first four months of the year are any kind of a barometer, service and parts business in new-car dealerships in 1984 could register the biggest increase over the year-earlier volume in the 23-year history of the Automotive News Service Index.

Shop business in the four-month period is running at a clip that, if it continues, would eclipse the previous record established in 1978 when volume topped 1977's service-parts volume by 12 percent.

Shop business in the dealerships continued to bounce back with the nation's economy in April as the rate of growth topped 15 percent for the fourth consecutive month this year.

According to the Service Index, shop volume in April amounted to 115.1 percent of the business registered in the same month of 1983.

In January, parts and service business opened the year at 118.5 percent of the year-earlier volume and jumped to a Service Index monthly record of 126.2 of 1983's business in February. In March, shop business was 115.3 percent of the volume in the same month the year before.

As a result of the strong showing in the first four months of 1984, the year-to-date volume for the dealers' service and parts business is running 118.6 percent of the business for the same period in 1983.

As a comparison, shop business for the first four months in the record year of 1978 was 110.1 percent ahead of the same period the year before.

In January, 1978, service and parts business amounted to 107.4 percent ahead of the year earlier month. February was up 9.0 percent, March increased 13.6 percent, and April jumped 10.5 percent.

The previous yearly high level occurred in 1976 when service and parts business in new-car dealerships increased 10.6 percent over year-before volume.

Service and parts business as regularly measured by the Service Index since it was established by AUTOMOTIVE NEWS in 1961, has registered increases over volume recorded the previous year in all but two years.

The two declines occurred in 1974 when service and parts business recorded by dealers was 99.7 percent of the volume achieved the year before, and in 1980 when shop business amounted to 98.3 percent of the total achieved in 1979. (See accompanying table.)

The dip in 1974 was attributed to the downturn in the nation's economy and the rippling effects of the energy crisis that started in 1973. Car dealers contended that motorists "are just not spending for repairs because of concern over short supply of gasoline and the long waiting line at gasoline stations."

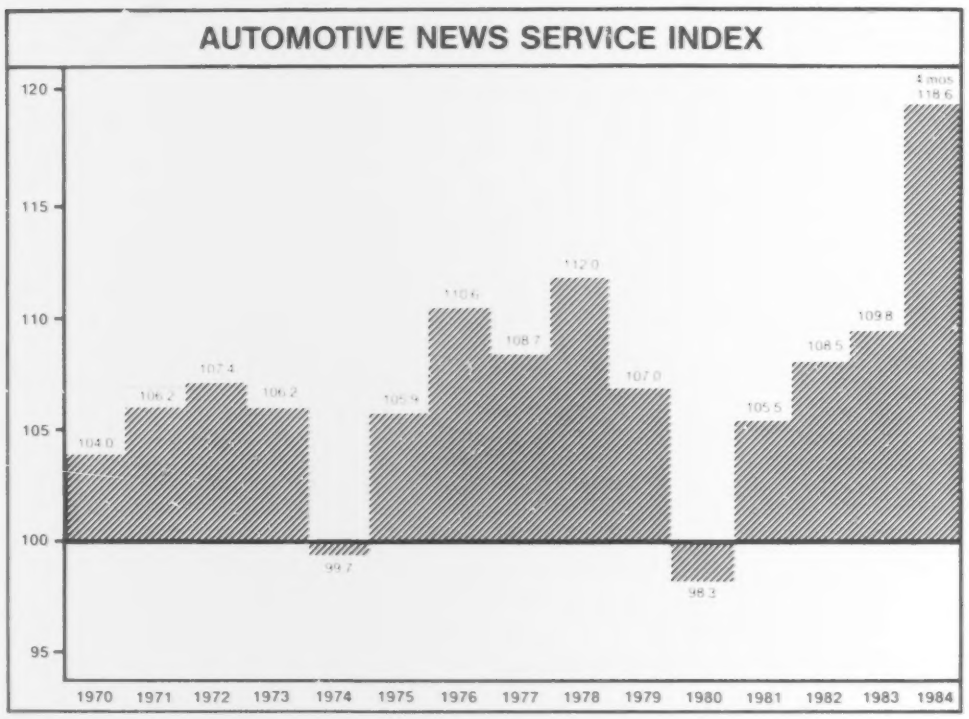
Dealers blamed the general economic downturn and the resultant high employment for the motorists' apathy toward car maintenance and repairs in 1980.

During the 1980 downturn, shop volume recorded the second and third worst showings in history in March at 86.7 percent of the year-earlier business, and in November at 89.7 percent of the November, 1979, volume.

Dealers' shop volume bounced back in 1981 to 105.5 percent and has been on the positive side ever since.

Dealers' shop business, as tracked by the Service Index as it measures all facets of service operation, is currently on a 13-month string in which service and parts business has registered an increase over that of the year-earlier month.

Figures used in the Service Index are compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.



PartsFinder

No hide and seek

COLUMBUS, O. — Finding hard-to-locate parts has just been made easier for General Motors dealers using Management Computer Service Inc.'s (MCS), auto-parts data base, PartsFinder.

According to Don Turner, MCS president, a toll-free 800 number has been added to the program so that participating dealers in the U.S. can reach PartsFinder quicker and easier.

PartsFinder is an interactive, on-line data base that links all participating dealerships, regardless of the inventory control system each uses.

Designed to make finding parts easier, PartsFinder was launched with 18 dealerships in the Columbus area in 1982. Late in 1983, MCS began marketing the system in other cities until today it is operational in more than 200 dealerships with over 150,000 parts.

In addition to Columbus, the system is being used by dealers in Cleveland, Akron and Youngstown, O.; Detroit, Lansing and Grand Rapids, Mich.; Pittsburgh; St. Louis; Milwaukee, and Atlanta.

According to Turner, both local and regional data bases are available to every participating dealer. The system normally checks the stocking status of local dealerships. If the part needed is unavailable locally, the clerk can inquire about dealers in other nearby cities. If he's still unable to find the part, he can make one toll-free phone call to MCS to check national data base—all 200 dealers.

During the next year or so, Turner said MCS will continue to market the on-line service in the nation's major markets.

A companion project, just getting under way, will link the dealers who are too small or too remote for the on-line service. These dealers will be able to participate in the PartsFinder through microfiche, he said.

GM Parts has graduated its first 1,000 parts managers from the GM Parts College of the General Motors University of Automotive Management. On hand for the ceremony at Texas Christian University, Fort Worth, were Evelyn Green, dealer development and services manager, GM Parts; Gerald Smith, parts manager of Tom Bell Chevrolet, Memphis; Wade McMillan, parts manager, Ken Pruitt Buick, Garland, Tex. and Ed Schreitmueller, sales manager-west, GM Parts.

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Dealers reap $25 billion

They get 30% of service and parts dollars

By Francis J. Gawronski
Service Editor

New-car dealers accounted for the biggest share of the $83.2 billion automotive service and parts business sales in 1983.

According to NADA figures, last year's total service and parts volume eclipsed the $76.8 billion market recorded in 1982 by 9.2 percent and 1981's service and parts volume by 14.3 percent.

According to NADA, the nation's 24,725 dealerships, accounting for only 8.3 percent of the 299,025 automotive repair facilities in the U.S., did $25.1 billion, or 30.8 percent, of the total service and parts business.

Auto repair shops, including independent and franchised shops, did $23.1 billion worth of business in 1983. This group numbers 180,000 and accounts for 60.2 percent of the total outlets.

Tire, battery and accessory dealers, according to NADA, who number 20,000 for 6.7 percent of the total outlets, accounted for $17.6 billion, or 21.1 percent of the market.

The service-station category, totaling 70,000 for 23.4 percent of outlets, recorded $7.8 billion, or 9.4 percent of 1983's market.

The service-station category, NADA said, includes only those outlets that perform "significant repair work" (i.e., those that perform work beyond simple oil changes or lube jobs and/or those outlets that receive at least 2 percent of total dollar revenue from service labor).

The 2,800 mass merchandisers, 0.9 percent of the total, amassed $7.6 billion, or 9.1 percent, of the service-parts revenue.

All other service outlets (includes non-franchised dealers, farm equipment dealers and fleet shops), numbering 1,500 outlets for 0.5 percent of the total, accounted for $2.0 billion, or 2.4 percent, of the market.

According to NADA, franchised new-car dealers' disproportionate market share — 30.8 percent of the total service and parts sales in 1983, even though they accounted for only 8.3 percent of the total automotive repair facilities — reflects their "propensity to do more difficult and more expensive repairs, as well as the fact that new-car dealerships have larger facilities on average."

Contrary to 1982, NADA said, most of the increase in dealership service and parts sales in 1983 resulted from increased work and not increased prices.

"The average dealer in 1983 had a 4 percent increase in dollar sales per repair order and an 8 percent increase in the number of repair orders written," NADA said.

"Because of the decline in the average number of dealerships in operation in 1983," NADA said, "the total number of repair orders written by all dealers showed a smaller increase—5.5 percent."

According to NADA, total service labor sales in 1983 amounted to $10,409 million, up 9.4 percent over 1982's volume of $9,515 million, while parts sales for 1983 were $14,733 million, up 9.8 percent over the volume of $13,413 million the year before.

Total service and parts sales for 1982 were $25,142 million, an increase of 9.7 percent over 1982's volume of $22,928 million.

A breakdown of service labor sales, for 1983, compared with 1982, as compiled by NADA, are as follows:

Customer mechanical, $4,101 million, up 8.0 percent over 1982's volume of $3,796 million; customer body, $1,801 million, compared with $1,713, up 5.1 percent; warranty, $1,395 million, compared with $1,180, up 18.2 percent.

Sublet, $894 million, compared with $790 million, up 10.6 percent; internal, $1,447 million, compared with $1,304 million, up 11.0 percent, and other,

Continued on Page E-22

Total Service and Parts Market
(Billions of Dollars)

	1978	1979	1980	1981	1982	1983
Franchised New Car Dealerships	$20.2	$22.6	$21.8	$21.9	$22.9	$25.1
Auto Repair Shops*	15.2	17.7	18.8	19.9	21.0	23.1
Tire, Battery and Accessory Dealers	11.4	13.0	14.3	15.4	16.1	17.6
Gasoline Service Stations	5.5	5.9	6.5	6.9	7.2	7.8
Mass Merchandisers	5.6	6.0	6.2	6.8	7.0	7.6
All Others**	1.7	1.8	1.8	1.9	2.0	2.0
TOTAL	59.6	67.0	69.4	72.8	76.2	83.2

*Includes independent and franchised repair shops.
**Includes non-franchised dealers, farm equipment dealers, and fleet shops.
Note: Revenue for each type of repair facility includes tire sales.
Source: NADA Industry Analysis Department and U.S. Bureau of Census.

Number of Auto Repair Facilities—1983

Franchised New Car Dealerships	24,725
Auto Repair Shops*	180,000
TBA Dealers	20,000
Service Stations†	70,000
Mass Merchandisers	2,800
All Other	1,500
TOTAL	299,025

*Includes independent and franchised repair shops.
† Includes only those outlets that perform "significant" repair work, (i.e., those establishments that perform work beyond simple oil changes or lube jobs and/or those establishments that receive at least 2% of total dollar revenue from service labor.
Source: NADA Industry Analysis Department.

Franchised New Car Dealer Service and Parts
(Millions of Dollars)

	1982	1983	Percent Change
SERVICE LABOR SALES			
Customer Mechanical	$ 3,796	$ 4,101	8.0
Customer Body	1,713	1,801	5.1
Warranty	1,180	1,395	18.2
Sublet	790	874	10.6
Internal	1,304	1,447	11.0
Other	732	791	8.1
Total Service Labor	9,515	10,409	9.4
PARTS SALES			
Customer Mechanical	2,736	2,998	9.6
Customer Body	1,703	1,849	8.6
Wholesale	4,507	4,773	5.9
Counter	1,100	1,223	11.2
Warranty	1,288	1,591	23.5
Internal	1,288	1,473	14.4
Other	791	825	4.3
Total Parts	13,413	14,733	9.8
TOTAL SERVICE & PARTS	$22,928	$25,142	9.7

Source: NADA Industry Analysis Department

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Factories

Continued from Page E-16

elements designed to increase customer satisfaction with sales and service experiences. The program includes such features as Lifetime Service Guarantee, Technical Hotline, the Ford Consumer Appeals Board and extensive customer feedback programs.

Barion said the company's dealers also are dedicated to the Quality Care concept — to the extent that established committees in the Ford and Lincoln-Mercury dealer councils oversee the program and make suggestions at the dealer level.

To keep up with the increased demand for service as well as advances in automotive technology, dealership personnel are requiring more training, Barion said. "In 1978, the average dealership service technician received eight and a half hours of service training during the year," he explained. "By 1983, the yearly average was 22 hours. We don't foresee quite as dramatic a growth in training in the next five years, but we do expect further growth."

Advanced automotive technology also will require advanced diagnostic equipment, Barion said.

"The extensive use of computer technology in vehicles during the next decade and beyond will require that we achieve a new plateau of vehicle system diagnosis and repair," he said.

Diagnostic equipment, some of which is already in development, will identify the problem, instruct the service technician regarding the proper repair, and, with computerized equipment show him or her how to do it.

"Equipment that has this degree of sophistication will not be inexpensive. However, the efficiencies will quickly offset the acquisition cost and provide the potential for highly profitable operations and improved customer satisfaction," Barion added.

One innovation designed to help dealers keep ahead of a changing market is the Dealership Retail Parts Store, launched earlier this year. A new concept in dealership automotive parts merchandising, these stores represent a supermarket-type retail auto parts store within a new car dealership.

"The new Dealership Parts Store is aimed at helping our dealers capture an increased share of the growing do-it-yourself market," Barion said.

"These stores will feature products an automotive do-it-yourselfer might need for working on his or her vehicle — genuine Ford and Motorcraft replacement parts and accessories, waxes, oil, lubricants, and tools. They'll also have rally jackets, caps, T-shirts and other merchandise attractive to the automotive parts buyer.

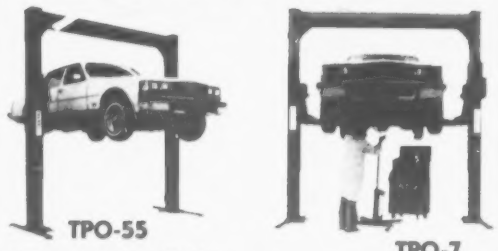
The development of the store concept has come at a particularly good time, since the aftermarket parts industry has reached the $50 billion sales level and is expected to go higher.

"We expect a steady improvement in sales over the next few years," Barion said. "Continued economic health and demand for new vehicles should cause the aftermarket to exceed $70 billion in the next five years. We also expect our Motorcraft sales will keep pace or exceed the market average, primarily because of such innovations as Quality Care, Retail Parts Stores and other aggressive merchandising programs.

"One thing we can all count on, competition will remain stiff. History has shown that the parts and service market is extremely aggressive and capable of responding to fundamental changes in business. It is not at all reluctant to add resources or expand hours, or do whatever it takes to be competitive.

"At Ford, we are dedicated to 'continuous improvement' in all aspects of our business, a philosophy we believe will assure continued growth in the future and will enable our dealers to remain in an extremely competitive position."

Benwil. The only twin-posts with no floor obstructions.



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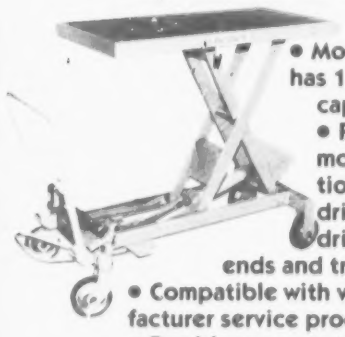

- Model MEL-1650 has 1,650-lb. capacity
- Perfect for removal/installation of front-drive engine/drivetrains, rear ends and transmissions
- Compatible with vehicle manufacturer service procedure
- Doubles as a portable work bench

Fully hydraulic and equipped with a safety two-wheel brake system, Benwil's MEL-1650 was designed for the removal and installation of front-wheel-drive engine/drivetrain units. Also ideal for removing and installing transmissions and rear ends, the unit doubles as a work bench that's hydraulic-adjustable to any height to 38¼ inches. Table measures 39¾ × 20½".

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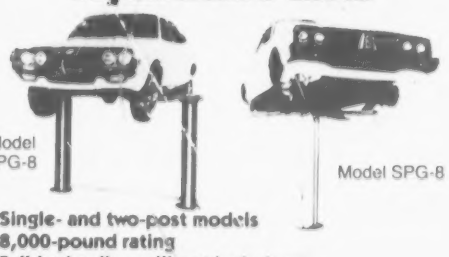

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Benwil raises the state of the art in in-ground lifts with two rugged full-hydraulic designs. The two-post model is a drive-through design which provides greater under-vehicle access, and the unit locks at any height. All units are factory tested, including the hydraulic system, and are backed by Benwil's 2-year parts, 1-year labor warranty. The two-post has 57½" centers for easy adaptation to major-supplier wheel alignment racks.

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Building service profits

Case study: Maximizing computer systems

By Marc Stern
Staff Correspondent

GRAND RAPIDS, Mich. — To say that Tom Kilmer, general manager of Harvey Cadillac here, is enthusiastic about his dealership's new computer system is putting it mildly.

Why is he such a supporter? It's because of what he perceives the new system will mean for his dealership, improved productivity and performance.

"I'm just tickled with the new system," he said recently in a phone interview, because of all the potentials it provides him.

Not only will it be a productivity increasing tool for the entire dealership, but it will also be a prime management tool for Kilmer and his crew of managers, which will help them all run the dealership more effectively and will help increase profitability.

Just look at the results so far. According to Kilmer, since the dealership began implementing the Oakleaf computer system, it has realized savings in the general business office and increased business from the finance and insurance office, two of the areas where it was implemented first.

"The productivity increased so much in the general office that we were able to do the same work with one less person and, though I really don't know how much the computer contributed to FI, I do know we have had a 25 percent increase from that office," Kilmer said.

And, he expects like increases in the service department, the last one to go on line. (Oakleaf is one of several major automotive computer suppliers, including Reynolds and Reynolds, CARS, ADP and others.)

What will it handle? It will provide detailed information on any customer's vehicles and will provide a list of suggested service recommendations that is custom tailored to the mileage of the vehicle. It will also provide a solid backup for the service manager and service writers.

For example, with the system, which has been operational in Harvey Cadillac's shop for more than a year, when a customer drives through the service entrance, the service greeter or writer will take a code and enter it into the computer terminal at the desk.

Automatically, the Oakleaf system searches its memory and points out a complete repair order, which includes the name, address, telephone number and service history of the car.

At the same time, it prints out recommendations of the service which should be done at the mileage on the odometer. Rather than relying on mileage averages, the system relies on the real-world mileage the car has accumulated.

Not only does it provide this information, it also reminds the service writer of various things they might forget to ask. The system, whose computer is actually housed in the business manager's office, also automatically remembers anything that is done to the car.

Harvey Cadillac's computerized service operation increases productivity, suggests service jobs and provides a solid backup for the service manager and service writers.

Not only is the system a service reminder, but it is also a potential service sales tool—by making its mileage-based service recommendations to the service writer who then can use this information when he talks with the customer, telling the customer the extra service his car needs.

This would be in addition to the years of experience the service personnel have had with customers.

"We have professional service writers at the desk who know their customers and who are sales and safety conscious," Kilmer said. Even before the computer came in, they were advising them of problems found during repairs and they were keeping on top of things back there," Kilmer says.

Not only is the computer a key service and sales aide, but it is also a key management aide at this Cadillac Master Dealer, according to Kilmer.

"I feel it's one of the two successful service systems. It's geared toward professional service people who understand the workings of service and dispatching and want to use it (the computer) as a tool to improve efficiency," Kilmer said.

As an efficiency improving management tool, the system generates a variety of reports and information that will help the dealership track wherever a problem may lie. For example, the computer system will show exactly what is happening at any point in the dealership on a daily, weekly or monthly basis. It will also provide readouts of what is going on in the dealership on an hourly basis.

"We can then analyze, with these reports, everything that's happening," Kilmer said.

"We can measure a mechanic's efficiency in a ratio of flagged hours to actual time and tie it with his percentage of comebacks. In this way, we can pinpoint effectiveness.

"For instance, let's say there's a guy in the shop who's turning [illegible] flagged hours during 40 actual hours. It might be great, but not if his comeback percentage is out of line," Kilmer emphasized.

The computer keeps track of the work records of the 18 people in the backshop.

Further, it can track repair orders by hour of day and can find if there are peaks in the service day. On average, 35 cars per day move through the 15 bays of the service shop.

Kilmer said the computer system doesn't impinge on human flexibility. For instance, rather than telling a service manager that a job should be done in X hours and then telling the manager that a mechanic should be done at that time, it gives the manager guidelines to follow as to when the job should be done and it alerts him if the job is falling behind.

"However, it doesn't generate a new job for a mechanic. It waits patiently until the mechanic is finished before assigning a new job," he said.

The system doesn't take away human flexibility from dispatching.

"We feel we have very professional people back there and, while we want them to do more, we also want them to provide high-quality service, which emphasizes timeliness and completeness for the customer," Kilmer said.

Just about everyone in this dealership is enthusiastic about the computer system, which now is in place throughout the store. Kilmer implemented it in stages beginning with the accounting and payroll departments and then moving it through the general office, showroom, business office, finance and insurance office, used-car sales and parts and service.

Yet, even though it was implemented in stages, when the decision was made to purchase the system, Harvey bought the whole nine yards all at once. The investment was $75,000, but Kilmer expects productivity increases and business increases to return his investment in a year or so.

Even at a 10 percent increase in the $1.5 million yearly parts and service sales, the system pays for itself, not to mention increases in other areas such as finance and insurance and car sales.

The investment in the system brought Harvey Cadillac nine computer display terminals, which are scattered through the dealership, and three printers. The system currently uses about half the capacity available, with the rest available for future expansion.

The software handles every dealership department, touches on every aspect of the dealership and impacts on just about everyone of the dealership's 55 employes, Kilmer said.

Interestingly, not only has Kilmer noted an increase in productivity, but also an increase in cooperation. For instance, as the system has been phased in, he said, those employes with experience on it have shared their experience with other personnel who are new to it.

"They point out how to handle certain functions and shortcuts and other methods of doing things," Kilmer said. "Each department has been helpful to the others in teaching the others various quirks and commands. It's been kind of a fun thing."

Now that the system is up and running, the computer search is over for Harvey Cadillac and its general manager.

Dealers

Continued from Page E-18

$791 million, compared with $732 million, up 8.1 percent.

Parts and sales comparisons are as follows: Customer mechanical, $2,998 million, compared with $2,736, up 9.6 percent; customer body, $1,849 million, compared with $1,703 million, up 8.6 percent; wholesale, $4,773 million, compared with $4,507 million, up 5.9 percent; counter, $1,223 million, compared with $1,100 million, up 11.2 percent.

Warranty, $1,591 million, compared with $1,288 million, up 23.5 percent; internal, $1,473 million, compared with $1,288 million, up 14.4 percent, and other, $825 million, compared with $791 million, up 4.3 percent.

truck personnel

Continued from Page 16

Dwight L. Lawton has been named retail development manager for the Atlantic Region, responsible for assisting dealers in the development of retail business and in sales training, merchandising and total business counseling.

Lawton previously was with Transportation Leasing Services and Geico Truck Leasing.

Allen joins Isuzu Truck as general manager

Steven M. Allen has been named general manager of Isuzu Truck of America, based in Los Angeles.

Allen joined Isuzu from Volvo White Truck Corp., where he was manager of product marketing and training. He began his truck industry career in 1967 as a district sales trainee with International Harvester.

Moran heads sales, marketing at Warn

James F. Moran has been named general marketing and sales manager for Warn Industries, manufacturer of vehicle winches and light-truck accessories.

Moran joins Warn from Sentrol, Inc., where he was vice president of sales and marketing for the electronics manufacturing firm.

Fruehauf names Kendall sales administration VP

Richard D. Kendall has been named to the newly created position of vice president-sales administration for the Fruehauf Division, Fruehauf Corp.

Kendall, who joined the firm 15 years ago, had been director marketing accounting since 1982.

Downsized '86 Jeep pickup will be called the Comanche

Continued from Page 16

best overall name in terms of appropriateness and memorability, and conveyed a rugged, off-road image," Cappy said. "And it ties in very well with Cherokee — a name we introduced 10 years ago."

He noted that the first two runnersup were names that already had an association with Jeep.

"Renegade finished second in the competition," he said. "We offered a limited-edition Renegade model in the Jeep CJ line in 1971 and it has been a regular in the CJ lineup since 1974.

"Commanche, another name we introduced shortly after American Motors acquired Jeep in 1970, was third in the evaluation."

The fourth and fifth place finishers, respectively, were Wrangler and Honcho.

"We think Comanche was a wise choice," Cappy said. "The Comanches were great hunters and warriors. They were expert horsemen—very agile and highly mobile. They traveled great distances over all types of terrain and in all kinds of weather. The Jeep Comanche pickup for 1986 will do exactly the same."

May HD surge boosts '84 tallies to four-year high

Continued from Page 16

year, both suffered losses of two percentage points in market penetration.

International's five-month count was 16,417, which accounted for 22.67 percent of the industry total. A year ago, it had 24.68 percent of the market with 11,721 tallies.

• No. 2 Ford accounted for 19.45 percent of the January-May total with 14,081 registrations. Its share was down 2.37 points from last year, when its 10,362 tallies represented 21.82 percent of the industry total.

Kenworth and White chalked up the biggest penetration gains over the five-month span.

Kenworth's share was up 2.39 points to 7.89 percent on 5,711 tallies, compared with 5.50 percent a year ago with 2,612.

White had 2,970 registrations through May, good for 4.10 percent of the total and 2.24 points higher than last year. In 1980, it took 1.86 percent with 883 tallies.

Registrations were up sharply in both Groups 7 and 8 through May. There were 24,472 tallies, 29.6 percent higher than last year's 18,883. Group 8 was up 67.6 percent, from 28,609 a year ago to 47,938.

Registrations hit 1,597,405, set 5-month record

Continued from Page 16

double the year-earlier 115 units. The Group 5 total was more than three times greater than last year, from 242 to 860. Group 6 was up 14.2 percent to 17.41, compared with 15,256 in 1978.

There were 24,472 Group 7 registrations through May, an increase of 29.6 percent over the year-ago 18,883 units. Group 8 tallies soared 67.6 percent, from 28,609 units in 1983 to 47,938.

Since 1978, there has been a dramatic shift in registrations in a number of weight groups, due mainly to the vast growth in sales of compact trucks and the trend from gasoline power to diesel in the mediums.

Group 2 was No. 1 six years ago with 937,652 registrations, more than double the Group 1 total of 423,773. This year, Group 1 was the leader by more than 200,000 units over the Group 2 tallies, 852,997 versus 637,116.

Gasoline was the popular engine in Group 6 six years ago, when 54,057 units were registered in the first five months.

Today, many more similar-sized trucks are powered by diesel, and the added weight of this engine package has moved them into Group 7, which had 24,472 tallies through May. The 1978 count was only 13,763 units.

NEW TRUCK SALES BY MAKE AND GVW CLASS

FIVE MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**May '84**								**79**	**79**
	May '83								78	78
	Year to Date '84								**452**	**452**
	Year to Date '83								314	314
CHEVROLET	**May '84**	**49,981**	**43,004**	**3,655**		**15**	**523**	**769**	**53**	**98,005**
	May '83	42,521	33,791	1,581		27	501	536	24	78,981
	Year to Date '84	**224,624**	**198,709**	**15,787**		**94**	**2,070**	**3,111**	**201**	**444,596**
	Year to Date '83	179,682	143,081	3,684		106	1,788	2,441	199	330,981
(Memo Units) #	**May '84**	**35,087**	**17,925**							**53,012**
	May '83	28,480	14,336							42,816
	Year to Date '84	**154,148**	**79,860**							**234,008**
	Year to Date '83	123,030	58,108							181,138
DODGE	**May '84**	**24,091**	**12,583**							**36,674**
	May '83	13,783	9,505							23,288
	Year to Date '84	**109,589**	**55,893**							**165,482**
	Year to Date '83	60,706	39,080							99,786
(Memo Units) #	**May '84**	**17,942**	**7,866**							**25,808**
	May '83	8,173	6,881							15,054
	Year to Date '84	**77,388**	**34,775**							**112,163**
	Year to Date '83	36,886	27,459							64,345
FORD	**May '84**	**29,225**	**67,755**				**1,054**	**2,436**	**1,083**	**101,553**
	May '83	29,423	48,653							81,034
	Year to Date '84	**130,050**	**316,140**				**5,136**	**9,731**	**4,350**	**465,407**
	Year to Date '83	123,245	209,999							347,323
(Memo Units) #	**May '84**	**29,050**	**22,349**							**51,399**
	May '83	22,732	18,750							41,482
	Year to Date '84	**126,582**	**104,640**							**231,222**
	Year to Date '83	92,834	81,289							174,123
FREIGHTLINER	**May '84**								**1,639**	**1,639**
	May '83								832	832
	Year to Date '84								**6,149**	**6,149**
	Year to Date '83								3,710	3,710
GMC	**May '84**	**11,186**	**11,651**	**109**		**117**	**434**	**1,140**	**1,140**	**25,777**
	May '83	9,703	10,849	40		33	497	697	569	22,388
	Year to Date '84	**51,610**	**54,513**	**498**		**766**	**2,102**	**5,090**	**4,402**	**118,981**
	Year to Date '83	39,814	45,169	90		131	2,243	3,696	2,426	93,569
(Memo Units) #	**May '84**	**7,207**	**4,349**							**11,556**
	May '83	6,005	4,782							10,787
	Year to Date '84	**32,066**	**19,742**							**51,808**
	Year to Date '83	24,001	17,583							41,584
INTERNATIONAL	**May '84**						**1,509**	**1,369**	**2,707**	**5,585**
	May '83						1,483	913	1,630	4,026
	Year to Date '84						**6,273**	**5,543**	**10,874**	**22 690**
	Year to Date '83						6,064	4,243	7,478	17,785
JEEP	**May '84**	**10,454**	**1,547**							**12,001**
	May '83	3,734	2,282							6,016
	Year to Date '84	**46,291**	**8,919**							**55,210**
	Year to Date '83	15,811	10,853							26,664
(Memo Units) #	**May '84**	**10,454**	**1,221**							**11,675**
	May '83	3,734	1,942							5,676
	Year to Date '84	**46,291**	**7,343**							**53,634**
	Year to Date '83	15,811	8,933							24,744
KENWORTH	**May '84**								**1,124**	**1,124**
	May '83								574	574
	Year to Date '84								**5,711**	**5,711**
	Year to Date '83								2,612	2,612
MACK	**May '84**						**264**	**74**	**1,873**	**2,211**
	May '83						159	114	923	1,196
	Year to Date '84						**1,285**	**200**	**7,068**	**8,553**
	Year to Date '83						749	388	4,667	5,804
MERCEDES-BENZ	**May '84**						**89**	**64**		**153**
	May '83						141	69		210
	Year to Date '84						**530**	**266**		**796**
	Year to Date '83						695	307		1,002
PETERBILT	**May '84**								**1,132**	**1,132**
	May '83								581	581
	Year to Date '84								**4,921**	**4,921**
	Year to Date '83								2,685	2,685
PLYMOUTH	**May '84**	**7,497**	**10**							**7,507**
	May '83	447	401							848
	Year to Date '84	**31,708**	**87**							**31,795**
	Year to Date '83	2,158	1,697							3,855
VOLVO	**May '84**							**92**	**52**	**144**
	May '83							60	75	135
	Year to Date '84							**497**	**198**	**695**
	Year to Date '83							298	239	537
WESTERN STAR	**May '84**								**64**	**64**
	May '83								28	28
	Year to Date '84								**213**	**213**
	Year to Date '83								123	123
WHITE	**May '84**								**437**	**437**
	May '83								127	127
	Year to Date '84								**2,970**	**2,970**
	Year to Date '83								883	883
MISCELLANEOUS*	**May '84**	**53,279**	**666**	**24**	**51**		**9**	**6**	**153**	**54,188**
	May '83	32,859	621		24			34	63	33,601
	Year to Date '84	**259,125**	**2,855**	**76**	**244**		**21**	**34**	**429**	**262,784**
	Year to Date '83	149,007	2,871		115	5		106	315	152,419
TOTALS	**May '84**	**185,713**	**137,216**	**3,788**	**51**	**132**	**3,882**	**5,950**	**11,541**	**348,273**
	May '83	132,470	106,102	1,621	24	60	3,511	4,066	6,089	253,943
	Year to Date '84	**852,997**	**637,116**	**16,361**	**244**	**860**	**17,417**	**24,472**	**47,938**	**1,597,405**
	Year to Date '83	570,423	452,750	3774	115	242	15,256	18,883	28,609	1,090,052

★—New York and Oklahoma for 1984 compiled from manufacturers' sales reports; no Oklahoma registrations for 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Garage inventor may offer kit for Mercedes 500

EPA certifies 3-way catalyst system

DENVER. — The era of the garage inventor was thought to be long dead in this age of conglomerates and multi-million-dollar R&D centers.

But the ingenuity and curiosity of a one man corporation may spell a breakthrough for compliance shops throughout the nation.

Larry Kenyon, of Denver, has received EPA certification for a three-way catalyst system for the Mercedes-Benz 500, a gray-market standby in recent years, and he hopes to be able to offer the system in essentially an out-of-the-box, bolt-on kit. (Mercedes-Benz of North America began importing the 500 for the 1984 model year.)

What makes Kenyon's system different is that it is done without an air pump and retains much of the power of the European version of the 500 series Mercedes.

Kenyon's system also gets better mileage and has been rated at 19 MPG versus the 17 MPG on the U. S. version cars.

In an interview with AUTOMOTIVE NEWS, Kenyon said that his concept started in 1981 when he tried to bring a Porsche 930 Turbo into compliance for his own use.

Without benefit of an engineering background, Kenyon began his work and it was trial and error on the Porsche which essentially did not pass EPA testing.

• Kenyon's system recently passed the EPA testing. He now wants to make it available in kit form to several compliance shops. The advantage, he said, is that each car does not have to be certified individually using his system.

It essentially can be adapted to any Bosch K-Jetronic system, though Kenyon has not done development work on other makes. Now, he is sticking with the 500 series Mercedes which is the only car his system is currently certified for.

Kenyon Corp. is considered a manufacturer by the EPA, and Kenyon said that the agency has been cooperative with him.

Kenyon is not stopping with this. Within a few weeks, he will begin work on the Mercedes 280 GE, the German auto maker's 4x4 vehicle.

As for his bolt-on system, Kenyon hopes to have it in franchised compliance shops shortly.

factories list auction dates

American Motors

July 24 — D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 25—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 26 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 31—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

July 24—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 25—Columbus Fair Auto Auction, Obetz, O.

July 26—Indianapolis Auto Auction, Indianapolis, Ind.

Ford Motor Co.

July 25 — Southwest Auto Auction, Phoenix, Ariz., and Golden Gate Auto Auction, Fremont, Calif.

July 26 — Skyline Auto Exchange, Inc., Fairfield, N. J., and Aptco Auto Auction, Taylor, Mich.

August 1—Concord Auto Auction, Acton, Mass., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

August 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.; Dallas Auto Auction, Grand Prairie, Tex.

July 31—South Seattle Auto Auction, Kent, Wash.

Used Car Sales
Auction Averages

July to date	$5,560
Month ago	$5,571
Year ago	$5,158

Model breakdown
Auction Averages

	JULY	JUNE	MAY
1984	$11,772	$10,601	$11,393
1983	7,793	8,284	9,040
1982	6,759	6,185	6,165
1981	5,681	5,091	5,193
1980	4,222	4,358	4,345
1979	4,100	3,963	3,671
1978	2,644	2,432	2,431
1977	2,114	1,830	1,893
Overall Average	$ 5,560	$ 5,436	$ 5,372

Auction directory

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call Area 614-497-2000.

PENNSYLVANIA

PADE — "We Do it Best!" — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P. O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
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SALE TUESDAY, 11 A.M.
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Out of state fleet & lease accounts welcome
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717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

SOUTH CAROLINA

Rawls Auto Auction—Since 1938. Pick-up, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111, or 657-7244, Leesville, South Carolina.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas. 806-372-2206.

WASHINGTON

So. Seattle Auto Auction. The Lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, WA 98064.

Peruzzi, Pontiac sign

Fred Peruzzi, Peruzzi Pontiac-GMC, Inc., signs a new dealer agreement in Fairless Hills, Pa. Standing, from left, are: Peg Dilworth, Pontiac district sales manager; Cathy Peruzzi, the dealer's wife, and Joe B. Briscoe, Philadelphia zone manager.

Triex U. C. network offers consumer finance program

By Matt DeLorenzo
Los Angeles Reporter

SANTA ANA, Calif. — Triex, a national used-car dealer network that sells privately owned cars on consignment, is offering its dealers a consumer finance program that features simple interest.

Beginning July 1 and continuing for three months, the finance program will allow dealers to write 48-month contracts on dealer-owned or privately owned used cars with interest rates ranging from 14.5 to 20 percent.

Between 125 and 130 dealers throughout the country are expected to participate in the program, which is being offered by Security Pacific Credit Corp.

A Triex spokesman said the program will not be offered in California The program was tested for 90 days earlier this year here and a new finance program will be test-marketed in the state sometime this summer.

The Triex Consumer Finance Program is available only on 1980-model-year or newer cars with a minimum selling price of $6,000.

The simple interest program starts with a dealer buy rate of 14.5 percent which slides upward to 16.5 percent. A dealer buying the financing at the lower rate must write the contract at 14.5 percent, while funds purchased at the higher rate may be written as high as 20 percent.

The spokesman said that in addition to offering financing to consumers on consignment cars, the program gives the dealer another source of funds for financing dealer-inventoried used cars.

Although the program is expected to expire in 90 days, the spokesman added that Triex is committed to offering consumer financing programs as an ongoing feature of the franchise.

AWC appoints Krawisz marketing vice president

LINCOLNWOOD, Ill. — Robert E. Krawisz has been named marketing vice president of American Warranty Corp., with the responsibility of developing new marketing programs.

Krawisz formerly was marketing and pricing director of the Transportation Division, I.C. Industries.

Mazda reports 6-month records in sales, income

LOS ANGELES.—Mazda Motor Co. reported its best six-month period for sales and ordinary income in the first half of this fiscal year.

For the period ended April 30, sales totaled $3.1 billion, up 6.6 percent. Ordinary income, before taxes and extraordinary items, amounted to $105.9 million, up 8.2 percent from $97.9 million. After-tax income was $52.7 million, up 9 percent from $48.4 million.

Mazda said domestic factory unit sales totaled 188,836, down 7.8 percent with passenger car sales showing the biggest drop. Exports, meanwhile, showed a 3.5-percent increase.

VWoA confirms German name for next Rabbit

TROY, Mich.—Volkswagen of America has made it official: Its Rabbit successor will indeed be called the Golf.

VWoA said the name change reflects the fact that the car is virtually identical to Golfs made in Germany and six other countries.

The name alludes to the Gulf Stream, which in German is Golf-Strom, a company spokesman said.

Production of two-door and four-door models is to begin in August at Westmoreland, Pa. Sales will start in mid-November. A German-built Jetta derivative also is due this fall.

Rabbit successor moves along line

Production supervisors and assemblers check written job procedures and assembly techniques on Volkswagen's all-new successor to the Rabbit. The car will be called the Golf and will be built in Westmoreland, Pa. It goes on sale in mid-November.

Promises product improvements, new models through 1989

Peugeot to capitalize on sales hike

By John A. Russell
New York Staff Writer

LYNDHURST, N. J. — Peugeot Motors of America is promising continued product improvements and new models through 1989 as the company gears to capitalize on its increasing sales.

Pierre Lemaire, president of the company, said there will be some type of "product event" every year. He said that it would not only be new models, but also new engines, transmissions and other improvements. He would not go into detail on any of the company's new-model plans, however.

This year, Peugeot is enjoying the most successful year in its history in the U. S. For the first six months, Peugeot sales were up 30 percent.

According to both Lemaire and Jim Fitzhenry, general sales manager, the company anticipates ending this year above the 20,000 mark which will mean a 35 to 36 percent increase over 1983.

Fitzhenry views this as critical since it would be the first time the company has broken that barrier and will set the stage for further sales increases. Peugeot is targeting 25,000 sales for 1985 and in excess of 30,000 for 1986 and 1987.

The sales surge has continued since the '84 introduction last fall when the 505 station wagon debuted. Wagon sales have jumped from 3 percent of the total to 23 percent and, Fitzhenry added, "we may have only scratched the surface" with the wagons.

• This year, the 505 turbo gas model will be introduced and according to Lemaire, this model "makes a clear statement we're here to stay."

Also slated for '85 introduction is a larger diesel power plant. Lemaire said the 2.5 liter turbodiesel would replace the 2.3 liter that was used in the past.

Fitzhenry said this increased capacity would give better performance and make the models more appealing to the diesel buyer.

While diesel sales are holding at the 20 percent mark for Peugeot, both men believe in future years it will be a 15 to 18 percent share. Neither thinks there will be a surge in diesel sales in the future such as that which occurred a few years ago, however Peugeot will offer diesels.

The Peugeot sales increases have been accompanied by internal changes to strengthen the organization.

Recently, the technical and service departments were brought under one manager. George Blinn, formerly with BMW, was appointed national service and technical manager. Both departments will report to him.

Lemaire said this is a reinforcement of service and more effort will be placed in this area. The service organization was revamped to strengthen the service support functions to the dealers and customers.

In addition, several changes have been made in the marketing division of the company.

Edward Blunt, formerly with Volvo of America, was appointed national marketing manager responsible for distribution, dealer development, business management, market planning, manpower development and overseas delivery.

Richard A. Smiley was appointed market development manager. He had been a district sales manager for the Eastern zone of Peugeot and later was business management manager.

Rodger Doran was named business management manager after holding the position of training coordinator in Peugeot's manpower development department.

Fitzhenry said the changes were made to make the organization more responsible to dealers.

Both Lemaire and Fitzhenry had praise for the dealer organization. Dealers are aware that Peugeot is on the move, they said, and they agreed that dealers generally are making the necessary commitments to the marque.

Both men feel the management is showing dealers the company is making the commitment. The field staffs have been strengthened in addition to headquarters positions.

Beaman dealership adds Rolls-Royce

NASHVILLE. — Beaman Pontiac-Toyota-Isuzu here has been awarded a Rolls-Royce franchise.

Paul Gurley has been named executive director for the franchise and will be responsible for marketing and customer satisfaction programs.

Bus barn becomes body shop

The Tucson Transit System's old bus barn has been put back in service under new management. Don Mackey Oldsmobile-Cadillac, Inc., has acquired the site — three blocks from the dealership — and reopened it as its body shop. The four-acre facility, built in 1947, has been refurbished to provide 15,000 square feet of working space for a crew of nine workers. The shop handles all makes, including imports. Above, Joe Villasenor, painter, prepares an Oldsmobile front header panel for painting.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MAY '84 VS. MAY '83

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	7,930	38,702	11,216	55,919
Encore FWD	5,421	27,992		
Spirit			697	3,412
Concord			1,418	6,579
Concord SW			605	3,096
Eagle 4WD	370	1,809	863	4,679
Eagle 4WD SW	1,150	7,187	1,728	8,868
TOTAL AMC	14,871	75,690	16,527	82,553
Chrysler Laser FWD	4,780	21,184		
LeBaron FWD	8,020	33,129	6,780	28,438
LeBaron SW FWD	861	4,139	861	3,986
E-Class/New Yorker FWD	7,039	33,565	6,523	25,989
Cordoba			1,390	6,514
New Yorker Fifth Ave./Newport	6,203	27,955	7,425	32,848
Imperial			148	921
Total	26,903	119,972	23,127	98,696
Plymouth Horizon FWD	6,423	32,118	5,008	18,936
Turismo FWD	4,350	18,220	3,698	13,250
Reliant FWD	10,140	43,576	13,834	53,131
Reliant SW FWD	3,280	16,371	4,521	19,907
Gran Fury	1,386	5,720	1,673	7,530
Total	25,579	116,005	28,743	112,754
Dodge Omni FWD	5,959	27,162	4,608	17,247
Charger FWD	4,741	20,609	4,375	15,322
Daytona FWD	3,963	18,011		
Aries FWD	7,894	33,175	8,110	35,955
Aries SW FWD	2,885	13,586	3,879	15,786
600 '84/400 '83	2,193	9,011	3,272	13,940
Diplomat	2,274	8,059	2,391	10,267
Mirada			509	2,381
600 FWD	3,619	14,654	2,419	11,596
Total	33,528	144,267	29,563	122,484
TOTAL CHRYSLER CORP.	86,010	380,244	81,424	333,934
Ford Escort FWD	22,779	106,475	24,619	101,414
Escort SW FWD	7,151	34,637	8,150	35,552
EXP FWD	2,664	10,166	2,442	9,646
Fairmont			3,853	38,046
Tempo FWD	19,342	102,216	840	842
LTD	13,024	57,952	9,914	46,193
LTD SW	4,724	22,773	4,225	18,456
LTD Crown Victoria	12,578	53,675	9,795	43,126
LTD Crown Victoria SW	2,835	12,870	1,782	9,862
Mustang	10,819	53,431	10,162	46,854
Thunderbird	12,244	64,723	10,819	30,192
Total	108,160	518,918	86,601	308,183
Lincoln Town Car	7,348	29,818	4,104	19,468
Mark VII	2,022	14,144	2,346	11,068
Continental	2,601	9,109	1,055	6,873
Total	11,971	53,071	7,505	37,409
Mercury Lynx FWD	4,407	21,350	5,934	24,465
Lynx SW FWD	1,288	5,871	1,580	7,264
LN7 FWD			648	2,917
Capri	1,474	8,169	1,616	9,457
Zephyr			940	11,226
Topaz FWD	6,236	30,907	225	225
Marquis	8,022	33,409	4,073	18,728
Marquis SW	1,024	5,333	1,757	6,280
Grand Marquis	11,286	48,858	7,806	37,740
Grand Marquis SW	1,394	6,214	1,113	5,402
Cougar	9,781	46,218	7,326	17,865
Total	44,912	206,329	33,018	141,569
Lincoln-Mercury Division Total	56,883	259,400	40,523	178,978
TOTAL FORD MOTOR CO.	165,043	778,318	127,124	559,161
Buick Skylark FWD	9,662	41,602	9,563	40,622
Skyhawk FWD	11,501	41,019	6,370	25,064
Skyhawk SW FWD	1,012	4,051	1,147	4,345
Century FWD	17,705	71,492	10,497	46,856
Century SW FWD	2,936	11,479		
Regal	17,424	80,186	18,832	84,804
Regal SW			1,407	5,967
LeSabre	11,342	57,132	11,422	47,123
Electra	4,442	27,099	7,114	27,512
Electra FWD	3,327	5,259		
Buick SW	1,308	5,857	1,727	7,335
Riviera FWD	4,446	21,892	3,895	17,977
Total	8,105	367,068	71,974	307,605
Cadillac DeVille	9,062	48,928	11,916	49,379
DeVille FWD	2,486	3,888		
Cimarron	1,456	7,382	1,824	8,071
Fleetwood and chassis	3,358	19,017	3,729	17,443
Fleetwood FWD	1,130	1,725		
Eldorado FWD	5,603	27,095	5,553	24,997
Seville FWD	3,025	14,182	2,521	11,354
Total	26,120	122,217	25,553	111,244
Chevrolet Chevette	15,945	77,916	16,073	71,385
Camaro	18,796	79,222	15,712	65,705
Cavalier FWD	26,819	109,738	15,992	57,763
Cavalier SW FWD	8,270	35,554	5,965	20,437
Citation FWD	8,014	43,379	8,617	43,601
Malibu			4,584	21,498
Malibu SW			4,538	20,963
Celebrity FWD	20,995	95,841	12,150	52,492
Celebrity SW FWD	9,203	36,670		
Monte Carlo	12,367	57,281	7,932	36,938
Impala	4,626	21,091	4,488	17,523
Caprice	13,056	59,745	10,806	46,891
Chevrolet SW	5,614	23,368	5,283	21,054
Corvette	2,374	11,935	3,201	8,275
Total	146,079	651,740	115,341	484,525
Oldsmobile Omega FWD	4,579	19,304	5,297	21,355
Firenza FWD	4,308	17,450	3,038	12,295
Firenza SW FWD	1,289	5,530	1,305	4,542
Cutlass Ciera FWD	19,598	86,738	14,057	58,392
Cutlass Ciera SW FWD	4,685	16,628		
Cutlass Supreme/Calais	32,126	150,284	26,524	115,596
Cutlass SW			2,069	8,883
Delta 88	21,191	93,942	18,906	78,941
98	2,410	33,251	9,575	42,522
98 FWD	3,334	5,279		
Oldsmobile SW	2,691	12,845	2,365	10,110
Toronado FWD	3,364	16,202	3,214	14,226
Total	99,575	457,453	86,350	366,862
Pontiac 1000	2,330	11,093	3,047	13,586
Firebird	9,602	40,804	7,709	35,924
2000 Sunbird FWD	11,066	42,983	7,510	26,945
2000 Sunbird SW FWD	1,053	4,862	1,093	4,347
Phoenix FWD	1,256	5,616	2,388	11,973
Bonneville	6,505	29,614	5,531	24,034
Bonneville SW			1,368	5,547
6000 FWD	9,553	41,947	6,980	29,077
6000 SW FWD	1,880	7,834		
Grand Prix	7,263	31,623	7,583	32,503
Parisienne	3,255	14,764	1,045	1,119
Pontiac SW	1,504	6,271	194	208
Fiero	9,078	42,831		
Total	64,345	280,242	44,448	185,263
TOTAL GM CORP.	421,224	1,878,720	343,666	1,455,499
Checker			12	226
Miscellaneous Domestic	30	108	39	341
Domestic Station Wagon Total	68,037	299,930	58,662	248,197
Domestic Grand Total	687,178	3,113,080	568,780	2,431,488
Import Total	198,796	974,480	204,062	958,631
Grand Total All Registrations	885,974	4,087,560	772,842	3,390,119

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Current Alaska registrations delayed.

Savage explains his method

New approacn offered to train salespersons

By Jenny L. King
Staff Writer

Tough management doesn't work.

This is the premise of the new sales training approach developed by Brian Savage for Tom Williams & Associates, a one-year-old consulting company affiliated with Tom Williams, a Buick, Cadillac and Dodge dealer in Birmingham, Ala.

"Our program is radical, it's novel," said Savage, a 19-year auto industry veteran who is responsible for this approach to sales training.

"People now are buying cars, they are not being sold to as they were in the past," he said. "Our two major points are that today's new car buyer is smarter than past buyers and that the salesperson should not be subjugated by the archaic tough management system that prevented him/her from developing a good relationship with the customer."

Savage claimed that the selling technique which puts the dealership hierarchy in control of customers is no longer valid. He even went so far as to declare that buyers will pay $100 to $150 more for a car to deal with a company that treats them well before, during and after the sale.

Not only are the old selling methods obsolete, said Savage, but dealership recruiting practices must be changed. "Most companies look for persons who will be assets — dealerships should, too," he said.

He discourages the use of help wanted ads, especially those that invite applicants with no prior sales experience. A dealer should look for the best available talent, he insisted.

• Savage's idea is for dealership management to train its salespeople in all facets of sales, service and finance of a new car. He will instruct dealers in a two-day seminar that covers the products inside and out, plus provide information on service, parts ordering, finance and insurance.

"We attempt to de-program the dealer: We demonstrate the rights and wrongs as we see them. And we think the sales staff should be trained by its own management — eventually they all must work together, so this is logical," Savage said. He also said members of his staff could come into a dealership and handle the training.

"We want to make the dealership a better place in which to work," he said. "We have ideas for changes in many areas. In addition, we offer a three-hour workshop for dealership department heads who can then do more training of salespeople on the job."

Savage is pitching his money-back guarantee training program to the car makers themselves. He said he has talked with General Motors research and development and marketing people. They showed considerable interest, he said. Starting at the top is a more efficient approach than approaching individual dealers, he said.

The old sales methods just don't work today, according to Savage. Both the customer and salesperson must be seen as individuals who need to express themselves.

Savage's method includes at least three follow-up telephone calls from sales professional to new car buyer. The first contact is made three days after delivery, the second and third in one-week intervals. The primary purpose is to find out if the new car is performing well.

A secondary, but important, reason is to seek referrals from the customer. This, said Savage, is never done before the third conversation.

"The methods work so well that our (Wiliams) dealerships advertise less than the average," he said. Repeat customers and referrals make the difference, he said.

Chrysler assigns ad accounts to Ross Roy agency

DETROIT. — Joseph A. Campana, Chrysler Corp. marketing vice president, announced today that several corporate advertising accounts are being assigned to Ross Roy, Inc.

Included are Chrysler Marine, Chrysler Service and Parts Operations, Chrysler Fleet Operations, the Chrysler Institute and Chrysler Diversified Operations.

The latter includes Trenton Chemical, Amplex, Sandusky Vinyl Products and Huntsville Electronics. Billings are estimated at $2 million to $3 million annually.

Ross Roy has worked with Chrysler on a variety of accounts since 1927.

Chevy, Pontiac plan series of showroom dates

Continued from Page 1

is looking at a Sept. 27 introduction, though that may change.

Ford has no inclination to alter its intro date, but there is a possibility it may do so if it turns out to be the strike target, according to a company source.

Chrysler will introduce all its products on Oct. 4, except for Lancer and LeBaron GTS which will come later. The first production of Lancer/LeBaron is slated for Sept. 17.

American Motors is introducing all cars and Jeeps Oct. 1.

And Volkswagen is introducing in early November. It has no definite date yet.

Car registrations reach five-year high during May

Continued from Page 8

dropped to 10.42 percent from 13.83 percent of the market, and the imports dropped to 22.44 percent from 26.40 percent.

Excluding imports, subcompacts accounted for 15.89 percent of the May market, compacts had 24.72 percent, intermediates had 35.69 percent, standards had 13.44 percent and luxuries had 10.26 percent.

Registrations for the first five months of 1984 were up 20.57 percent from the preceding year and were 33.55 percent atop 1982 figures. New-car registrations through May reached 4,087,560 this year compared with 3,390,119 in '83 and 3,060,751 in '82.

Domestic registrations were up 28.03 percent for the period, to 3,113,080 from 2,431,488. It was a climb of 42.34 percent from 2,187,094 two years ago.

• Through May of this year, the import share of the total market was down 4.44 percentage points, to 23.84 percent from 28.28 percent.

As was the case for May, Ford and GM made inroads into the market for the five months. Ford was up 2.55 percentage points, to 19.04 percent from 16.49 percent. GM gained 3.03 percentage points, claiming 45.96 percent of the total compared with 42.93 percent in 1983.

Chrysler was down 0.54 percentage points, to 9.31 percent from 9.85 percent; AMC was down 0.59 percentage points, to 1.85 percent from 2.44 percent, and miscellaneous domestics dropped to 0.00 percent from 0.01 percent.

Excluding imports, GM held 60.35 percent of the five-month market, up from 59.86 percent in 1983. Ford was up to an even 25.00 percent from an even 23.00 percent. Chrysler slipped to 12.22 percent from 13.74 percent. American Motors dropped to 2.43 percent from 3.39 percent, and miscellaneous domestics (108 vs. 341) were gone, down from a miniscule 0.01 percent.

Chrysler earns $802.9 million, alltime record

Continued from Page 2

over, we were $3.5 billion in the soup."

The other three U. S. auto makers are expected to announce their second quarter earnings late this week.

Analysts predict General Motors will report earnings of $1.3 to $1.6 billion. Ford's will be $900 million to $950 million, and American Motors will show only a slight profit at best.

Meanwhile, Iacocca refused to reveal how much of a bonus he was awarded. Chrysler shareholders in June approved $51.6 million for bonuses, and the board of directors recently approved bonuses for 1,440 Chrysler executives.

"The board decided they would take a substantial chunk cut of the $51.6 million . . . They literally took millions out of the pie and put it in escrow for other things," Iacocca said. "They came up with a sensible, sane plan for executive compensation."

Details of the plan will be revealed in the 1984 proxy statement, which comes out next spring.

Vermont import dealer wins AIADA award

WASHINGTON. — Kurt Gerrish, owner of Gerrish Motors, Inc., Woodstock, Vt., has been named winner of the 1984 AIADA-Sports Illustrated Dealer of Distinction Award.

The American International Automobile Dealers Assn. presented the award. Gerrish handles Mercedes-Benz, Honda, Porsche, Audi and Volkswagen. He has been in the imported automobile business for 20 years.

Smith signs with Pontiac

Steve Smith, seated, signs a new dealer agreement with Pontiac. Standing, from left, are: Dwight W. Logie, Washington zone manager; Donald R. Wilson, zone business manager, and Edward L. Mahone, district sales manager. Smith will operate Steve Smith Pontiac, Fairfax, Va.

AIA asks court to review passive-restraint ruling

Continued from Page 1

6 when the rule would be "issued," the government failed to respond.

Therefore, State Farm and NAII made its series of filings to cover what it calls "relevant" acts: A morning period when Secretary Dole signed the standard; distribution to the press shortly before the noon press conference; Dole's statements, including reading of the release to the press, and the posting at the office of the Federal Register before 12:30 p.m.

• The question of jurisdiction will not be decided until either the government decides where to file its record or one of the courts decides which one is to get the government record. But only one court will handle the issues.

AIA counsel Milton D. Andrews, of Schnader, Harrison, Segal and Lewis, in a brief filed July 17, said that two years is a very short time to redesign a vehicle and retool a plant.

Moreover, he said, the time will actually be less because the test procedure is not yet entirely final. Thus, the importers cannot complete their redesign and cannot be sure of compliance without final test procedures.

But, the brief continued, even if the importers could comply in time, it is doubtful that the court will decide the issue on its merits in time to allow the companies to avoid the "enormous monetary burdens of compliance."

That burden is "especially severe" because of limited lines of models, "sometimes only one or two."

Thus, they cannot easily designate a separate model line representing only 10 percent for passive restraints. "Once they begin to equip some cars with these devices, they will necessarily have had to redesign a major part or even all of their fleet," the brief said.

AIA suggested a specific schedule for the court's expedited action: Aug. 6, NHTSA files the record with the court; Aug. 27, petitioners' brief due; Sept. 12, respondents' brief due, and Sept. 21, petitioners' reply brief due. Oral argument would be "as soon as possible thereafter."

The "final" Standard 208 — which has already weathered court tests in the Sixth and D.C. circuits — would require front-seat passive-restraint protection for 10 percent of all new cars built for sale in the U.S. after Sept. 1, 1986; for 25 percent after Sept. 1, 1987; for 40 percent after Sept. 1, 1988, and for all built after Sept. 1, 1989.

But the standard would be rescinded if states accounting for two-thirds or more of the U.S. population have enacted mandatory seat-belt-use laws, meeting certain federal criteria, by April 1, 1989, and in force by September, 1989. Automatic belts, air bags, or forgiving interior could meet performance requirements.

The import companies in court in the Ninth Circuit sell the following makes: Alfa Romeo, Honda, BMW, Fiat, Isuzu, Jaguar, Lotus, Mazda, Mitsubishi, Nissan, Peugeot, Rolls-Royce, Saab, Subaru, Toyota and Volvo.

Consumer group can't enter suit on GM-Toyota

WASHINGTON. — U. S. District Judge Thomas Hogan has ruled that Consumer Federation of America (CFA) will not be allowed to intervene in the Chrysler Corp. suit against General Motors and Toyota.

An October court date is possible for the suit, which challenges the legality of the GM-Toyota joint venture. CFA, which has charged that this action will result in higher car prices for consumers, may still file friend-of-the court briefs.

Since last May, when Hogan ruled that Chrysler had standing to sue, Chrysler has been in the midst of extensive discovery.

Chrysler claims it is threatened by such joint action between the world's largest and the third-largest auto companies and that the deal is illegal under the antitrust laws because of the potential for price-fixing.

Makers assemble 139,153 cars for week

Ford's return boosts auto output

By Joe Wilssens
Staff Writer

U.S. auto production was back at normal summer levels last week as Ford Motor Co. workers returned to their jobs following two weeks of vacation.

Domestic auto makers slated assembly of 139,153 cars last week, 19.96 percent greater than 115,996 completed the previous week and 11.44 percent better than the year-ago week's 124,870.

Year-to-date, 4,611,962 cars have been built in the U.S., 26.62 percent ahead of 3,642,483 finished at this time last year.

Of last week's estimated car production, General Motors accounted for 60.11 percent of the U.S. output followed by Ford, 22.10 percent; Chrysler Corp., 12.18 percent; American Motors, 3.45 percent, and Honda, 2.16 percent. Volkswagen of America remained idle last week for model changeover.

Four auto assembly plants were down last week for model changeover and six facilities reported Saturday overtime.

Idle assembly plants were Ford Lorain (O.), Chrysler Jefferson (Detroit), Volkswagen Westmoreland (Pa.) and GM Janesville (Wis.).

GM led the overtime list with five plants reporting extra hours. The company's Doraville (Ga.), Flint B and G lines, Lordstown (O.) and Van Nuys (Calif.) plants worked Saturday (July 21).

Ford's Wixom facility was the only other plant scheduling Saturday overtime.

Ford expanding Lima plant for '86 Taurus V-6 engine

Ford Motor Co. is nearing completion of a new structure at its Lima (O.) engine plant that will house production of a 3.0-liter, V-6 engine to be used on the 1986 front-wheel-drive Taurus.

The addition is due to be completed in September, according to a Ford spokeswoman. Tooling will follow and production of the V-6 is expected to begin in mid-1985. Construction of the Lima addition started in July, 1983.

The one-story addition is located adjacent to the existing plant. The new structure was designed in a way that has permitted uninterrupted operation of such main plant services as steam, compressed air and primary electric during construction.

Lima currently turns out a 2.3-liter, four-cylinder overhead-cam engine used in the LTD, Marquis, Mustang, Capri and Ranger truck models, and the 2.3-liter, four-cylinder high-swirl carburetion engine for Tempo and Topaz. The plant also builds engines for light, medium and heavy-duty trucks.

The new V-6 reportedly embodies advanced technology, design and manufacturing processes. It is Ford's first V-6 for front-drive application.

Earlier this year, Ford announced plans to spend $336 million to modernize, expand and retool its Chicago and Atlanta assembly plants for Taurus production. Work is due to be finished by June, 1985, and assembly of the new car is slated to begin in late summer, 1985.

The 106-inch wheelbase front-drive car is expected to be marketed in its first year as a four-door sedan and four-door station wagon.

California cattlemen may 'brand' vehicles

SACRAMENTO.—The California Assembly has approved and sent to the Senate a bill which would permit cattle ranchers throughout the state to brand their automobiles and trucks.

The bill would authorize the owner of a registered cattle brand to have that brand inscribed on vehicle license plates for a fee of $75 to $85. The special brand would be printed in red and be placed to the right of a five-digit license plate number.

Truck production rises as 3 firms finish vacations

Domestic truck production rebounded last week as vacationing workers at Ford Motor Co., Jeep and International Harvester returned to assembly lines.

U.S. makers projected completion of 62,439 trucks last week, 67.69 percent greater than the previous week's 37,235 and 30.95 percent better than 47,682 completed during the year-ago week.

So far this year, 1,750,207 trucks have been built in the U.S., 39.81 percent ahead of 1,251,816 finished during the comparable 1983 period.

Five truck assembly facilities worked extra Saturday (July 21) hours last week.

General Motors topped the overtime list with four plants scheduling extra hours. GM's truck facilities at Detroit, Lordstown (O.) and Pontiac plants No. 5 and No. 6 worked Saturday overtime.

Ford's Kansas City plant was the only other facility reporting Saturday overtime.

Car-truck output falls in Canada: summer to blame

The dog days of summer have hit the Canadian auto and truck producers. Summer vacations and model changeovers kept assembly totals well below normal levels last week.

Canadian makers projected assembly of 12,610 cars last week, down 4.46 percent from the previous week's 13,198 and 2.93 percent below the year-ago week's 12,991. Vacations at Ford Motor Co. and changeover at American Motors contributed to the meager build.

Year-to-date, 630,014 cars have been built in Canada, 10.20 percent greater than 571,720 finished during the same 1983 period.

Canadian truck manufacturers scheduled 5,680 units last week, 53.84 percent below the prior week's 12,306. Last week's build was 52.24 percent above the year-ago week's 3,731.

So far this year, 464,077 trucks have been assembled in Canada, 57.08 percent greater than 295,434 assembled during the same 1983 period.

Ford's Oakville (Ont.) and St. Thomas (Ont.) plants were idle last week for the second of two weeks of summer vacation.

Chrysler Corp.'s Windsor (Ont.) T-115 assembly plant also was idle for the first of two weeks of vacation.

General Motors was the only company reporting overtime last week. The company's Oshawa (Ont.) plants No. 1 and No. 2 worked Saturday (July 21).

CANADIAN CAR PRODUCTION

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
AMERICAN MOTORS		448			15,974	12,250
CHRYSLER CORP.					103,857	
FORD MOTOR		275		3,377	120,908	237,736
GENERAL MOTORS	12,385	12,268	12,973	35,292	324,781	373,771
VOLVO	225		225	606	6,200	6,257
Total Cars, Canada	12,610	12,991	13,198	39,275	571,720	630,014

TRUCK PRODUCTION IN U.S.†

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
CHEVROLET	19,890	15,828	21,561	57,956	446,937	565,808
DODGE	3,400	2,262	3,740	10,203	76,719	116,837
FORD	24,736	21,160	1,453	26,189	482,804	653,472
GMC	6,713	4,809	7,201	18,634	145,222	184,199
INTERNATIONAL	1,500*	945		1,500	27,260	40,639
VOLKSWAGEN					2,079	
JEEP	2,900	1,628		2,900	41,815	103,109
NISSAN	2,250		2,229	6,194		55,473
AM GENERAL	50*	50*	50*	140*	1,380*	1,470*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800*	27,600*	29,200*
Total Trucks, U.S.	62,439	47,682	37,235	126,516	1,251,816	1,750,207

CANADIAN TRUCK PRODUCTION

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
CHRYSLER CORP.			6,350	12,716	72,803	201,210
FORD MOTOR		205			73,847	86,442
GENERAL MOTORS	5,680	3,526	5,956	16,429	145,568	174,512
INTERNATIONAL					3,216	3,913
Total Trucks, Canada	5,680	3,731	12,306	29,145	295,434	464,077
N. American Trucks	68,119	51,413	49,541	155,661	1,547,250	2,214,284

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U.S. CAR PRODUCTION

	Week Ended July 21 1984	Week Ended July 23 1983	Week Ended July 14 1984	July to Date	Jan. 1 to July 23 1983	Jan. 1 to July 21 1984
AMERICAN MOTORS	4,800	3,009	4,505	12,837	95,876	108,906
AMC Total					4,071	
Eagle					4,071	
Renault Total	4,800	3,009	4,505	12,837	91,805	108,906
Alliance	2,600	2,131	2,475	7,045	91,805	58,472
Encore	2,200	878	2,030	5,792		50,434
CHRYSLER CORP.	16,950	14,077	23,822	61,092	482,093	751,800
Plymouth Total	6,050	6,025	7,201	19,244	172,712	220,759
Horizon	2,700	2,364	3,261	8,559	61,315	91,674
Reliant	2,500	3,661	3,084	8,286	108,463	111,030
Caravelle†	150		285	670	2,934	5,585
Gran Fury	700		571	1,729		12,470
Chrysler Total	5,000	1,705	8,035	20,006	114,147	253,096
LeBaron	2,300	373	2,734	7,308	51,800	77,841
Laser	1,000		1,201	3,395		45,651
Chrysler E-Class		1,332	1,902	3,722	62,347	63,070
Fifth Avenue	1,700		2,198	5,581		66,534
Dodge Total	5,900	6,347	8,586	21,842	195,234	277,945
Omni	2,500	2,846	2,959	7,837	70,402	86,343
Aries	1,600	2,917	2,227	6,012	80,547	87,086
Daytona	1,100		1,075	3,086		34,651
Dodge 400		271			18,607	
Dodge 600	100	313	1,515	2,869	25,678	47,933
Diplomat	600		810	2,038		21,932
FORD MOTOR	30,759	32,869		30,759	802,216	957,084
Ford Division	19,698	19,512		19,698	513,456	622,032
Escort	6,615	5,428		6,615	142,497	192,859
Fairmont					23,728	
Mustang	3,051	3,534		3,051	67,386	74,398
LTD	3,466	3,196		3,466	95,447	119,142
Thunderbird	200	1,634		200	108,592	83,621
Crown Victoria	1,713	2,272		1,713	50,432	42,063
EXP	1,077			1,077	1,184	18,954
Tempo	3,576	3,448		3,576	24,189	90,995
L-M Division	11,061	13,437		11,061	288,760	335,052
Mercury Total	7,022	10,879		7,022	228,014	241,168
Lynx	1,488	2,840		1,488	38,689	37,479
Capri	268	557		268	12,957	9,658
Zephyr					8,601	
Marquis	2,411	1,543		2,411	41,054	62,726
Cougar	197	3,382		197	63,946	56,054
Grand Marquis	1,860	1,358		1,860	55,240	52,126
LN7					290	
Topaz	798	1,199		798	7,237	23,125
Lincoln Total	4,039	2,558		4,039	60,746	93,884
Continental	1,062	277		1,062	8,764	20,994
Lincoln	2,520	1,483		2,520	31,830	55,496
Mark VI/VII	457	798		457	20,152	17,394
GENERAL MOTORS	83,644	73,554	84,987	239,797	2,191,733	2,666,607
Buick Division	21,597	12,950	20,754	60,463	509,553	589,725
Skylark	2,190		2,095	5,827	61,382	57,532
Skyhawk	2,786	1,609	3,030	8,140	41,607	91,101
Somerset Regal	390		163	689		763
Century	4,694	3,527	5,268	14,344	92,128	130,519
Regal	3,960	4,070	3,525	11,469	141,782	127,596
Buick	4,617	2,561	4,107	12,435	146,213	126,114
Riviera	1,040	1,183	1,075	2,949	26,441	29,941
Electra (fwd)	1,920		1,491	4,610		26,162
Cadillac Division	6,899	2,194	6,433	18,462	181,857	190,827
Cimarron		338	264	472	11,653	9,741
Seville	665	560	675	1,885	19,586	23,507
Eldorado	1,490	1,296	1,515	4,211	43,123	45,599
Cadillac	2,004		1,743	5,434	107,495	82,989
DeVille (fwd)	2,740		2,236	6,460		28,991
Chevrolet Division	25,178	29,850	27,693	76,767	709,631	904,471
Chevette	2,635	3,737	2,858	7,516	105,636	110,949
Cavalier	4,387	8,097	8,898	19,918	162,235	235,999
Celebrity	5,711	5,119	6,340	17,265	75,431	173,115
Camaro	5,244	4,750	2,914	12,711	114,714	149,671
Citation	3,288	1,184	2,742	8,263	60,960	65,774
Malibu/El Camino		3,123			89,192	16,346
Monte Carlo	1,500	1,872	1,504	4,199	52,948	67,777
Chevrolet	1,663	1,350	1,622	4,774	35,398	65,812
Corvette	750	618	816	2,212	13,117	19,028
Oldsmobile Division	20,376	19,735	20,109	56,269	569,695	665,524
Omega	692		1,001	2,551	36,269	29,320
Firenza	1,154	859	1,196	3,223	27,537	43,167
Cutlass Supreme	3,540	6,308	3,514	9,842	164,194	164,591
Cutlass Ciera	5,140	3,839	5,178	14,409	113,536	161,902
Oldsmobile	6,420	7,894	6,176	17,436	205,268	209,016
Olds 98 (fwd)	2,400		2,118	6,066		29,978
Calais	225		113	473		547
Toronado	805	835	813	2,269	22,897	27,003
Pontiac Division	9,594	8,825	9,998	27,836	220,997	316,060
Acadian†	175	310	164	481	9,954	9,655
2000 Sunbird	3,433	2,170	3,552	9,292	58,598	87,976
1000	440	1,354	442	1,531	24,319	23,109
Firebird	2,720	2,374	2,543	7,781	54,427	67,409
Phoenix		573	427	804	16,287	14,116
Grand Prix/Bonneville		2,044			57,412	29,733
Parisienne	426		432	1,193		15,956
Fiero	2,400		2,438	6,754		68,106
HONDA	3,000	1,361	2,682	5,682	21,228	72,134
VOLKSWAGEN					49,337	55,431
Total Cars, U.S.	139,153	124,870	115,996	350,167	3,642,483	4,611,962
Total Cars, Canada	12,610	12,991	13,198	39,275	571,720	630,014
N. American Cars	151,763	137,861	129,194	389,442	4,214,203	5,241,976
N. American Trucks	68,119	51,413	49,541	155,661	1,547,250	2,214,284
North American Cars and Trucks	219,882	189,274	178,735	545,103	5,761,453	7,456,260

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.